NATIONAL OLDSTYLE

A GOUDY DESIGN



PRESENTING A TYPE FACE
EMBODYING THOSE QUALITIES SO ESSENTIAL
TO THE MODERN REQUIREMENTS OF
GOOD TYPOGRAPHY

AMERICAN TYPE FOUNDERS
COMPANY

ROMAN BORDER CLOISTER ORNAMENT

CREATION

THE WHOLE HISTORY OF PRINTING IS MOST INTIMATELY CONNECTED WITH THE CREATION OF PROGRESSIVE TYPE FACES

PRINTERS can hardly expect to please their customers for any length of time who neglect to give type studious consideration, and who lack a generous complement for every demand. Good selection of type is the finger-post pointing to the big difference between the progressive printer and the one who plods along from year to year with a lot of antiquated materials, just getting a living and thinking himself lucky if at the end of the year he has made enough money to just about keep things moving

MODERN FLOURISHES VANITY INITIAL

M·S

STERLING

TIME has not the power to mar the perpetual beauty of Majestic Silverware. Constant use cannot affect its endurance. Inheritance will pay its lasting tribute to those who bequeath it; and because of the memories and daily associations which ever cluster about it, it will become vivid with meaning down through the varying seasons for the many generations of heirs

MAJESTIC

THE
SILVER SERVICE
DE LUXE

CLELAND ORNAMENT

National Oldstyle

A decided acquisition to the modern composing room

YOU ARE CORDIALLY INVITED TO BE PRESENT AT OUR EXHIBITION OF FINE ETCHINGS AND DRY-POINTS · BY RICHARD EDISON RUTLEDGE

MARCH NINETEENTH TO APRIL SECOND

RICARD & MEREDITH

1860 SOUTH BAINBRIDGE STREET · SAN FRANCISCO, CALIFORNIA

JAQUISH ORNAMENTAL DASH

ALL ELSE PASSES BUT ART ALONE ENDURES THE BUST OUTLASTS THE THRONE · THE COIN TIBERIUS

ART has its own position in industry and it need not necessarily be what is known as commercial art; it need only be art. When business men thoroughly learn that art can be itself and still be useful to them; when they cease distorting it in the effort to adapt it to business; then only will they realize its full commercial value. Let the artist remain an artist and the business man a business man; but let them understand each other thoroughly and always work together in harmony. Art will then take its rightful place in American life as a useful factor in all things worth while; as an ally of business in advertising and in the designing of products advertised; and business is almost sure to profit from the partnership

PARAMOUNT BORDER CLOISTER INITIAL

This insert printed on WHITE AMERICAN VELLUM ANTIQUE WOVE
Basis 25x38—80 lbs.
Made by the AMERICAN WRITING PAPER CO., Holyoke, Mass.

Preference for high-class printing is justified from the standpoint of sound business administration as well as from a love of real craftsmanship

National Oldstyle

A type face of singular vigor and beauty which takes high rank among the types of distinction

AMERICAN TYPE FOUNDERS COMPANY

TINT: BROCHURE BORDER AND JAQUISH ORNAMENTS

National Oldstyle

CHARACTER

THE · FOUNTAIN · OF · ACHIEVEMENT
AN · ATTRIBUTE

PRINTING · & · ENGRAVING · AS
PRODUCED · IN · THIS · PLANT
HAVE · THAT · SUBTLE · ELEMENT
OF · DISTINCTION · KNOWN · AS

· CHARACTER ·

THOUGHT · & · INTELLIGENCE
CARE · & · CO-OPERATION · ARE
REFLECTED · IN · EVERYTHING
OF · THE · COMME
MOST · PRODUCT

CLELAND BORDER

BUCKINGHAM, AN
DESIGNERS · PRINTERS
MINNEAPOLI

HAFTEL BORDER

REPUTATIONS ARE BASED ON PAST ACCOMPLISHMENTS, BUT THEIR MAINTENANCE DEPENDS ENTIRELY ON PERFORMANCES OF THE PRESENT. BUSINESSES THAT REST ON THEIR REPUTATION EXPECTING THAT REPUTATION TO CARRY THEM ON ARE IN A BAD CONDITION AND HEADING DIRECT FOR DISASTER. SUCCESS COMES BY KEEPING AT IT, AND SO IT IS NECESSARY FOR ANY BUSINESS HOUSE THAT HAS GAINED A REPUTATION TO MAKE ALL ITS EVERYDAY PERFORMANCES LIVE UP TO THE HOUSE'S REPUTATION

SET THE JOB IN
NATIONAL OLDSTYLE
A GOUDY DESIGN

Della Robbia

72 Point 3 A 4 a

RIM

Bark

60 Point 3 A 4 a

DUG

Plight

48 Point 4 A 8 a

BURN

Reload

42 Point 5 A 9 a

HARM

Easterly

36 Point 4 A 9 a

DRIVE

Myriad

30 Point 5 A 11 a

PERISH

Liquidity

24 Point 7 A 12 a

NIMROD

Rhapsodist

Deplorable

18 Point 9 A 18 a

KNAPSACK

Underhanded

Hieroglyphics

14 Point 13 A 26 a

DISJUNCTION

Prominent exhibit secures first prize at agricultural fair

12 Point 16 A 33 a

UNEXPERIENCED

Big municipal pageant thrilled large gathering of enthusiastic citizens

10 Point 18 A 36 a

MAIN CONCOURSE

Discerning photographer secures wonderful views for suburban newspaper

8 Point 23 A 46 a

EXCELLENT PROGRAMME

Impressive demonstration marked arrival of distinguished foreigners who have come for trade meeting

6 Point 26 A 52 a

PROFESSIONAL INFORMATION

Manufacturing companies amalgamated their research departments in order that greater efficiency might be secured. This necessitated many changes in personnel

54 Point carried in stock only at Foundry

Characters in Complete Font

A B C D E F G H I J J

K L M N O P Q R R S T

U V W X Y Y Z QU ¶ &

$ 1 2 3 4 5 6 7 8 9 0

a b c d e f g h i j k l m n o

p q r s t u v w x y z Qu ct

ff fi fl ffi ffl . , - ' · : ; ! ?

MIDNIGHT SERENADERS

Dramatization of the Popular Novel, presented by the

QUEENSBURG THESPIANS

Benefit of the Hospital Relief Fund

FRANKLIN HIGH SCHOOL AUDITORIUM

Thursday Evening, October Sixteenth

TWO DOLLARS DANCING AT ELEVEN

DELLA ROBBIA BORDER

AN EXHIBITION OF
NEW SPRING
Styles

THE CITY MAN WHOSE PREFERENCE IS RATHER EXACTING IN CLOTHES WILL FIND OUR STOCK BOTH DISTINCTIVE AND COMPLETE ENOUGH TO SATISFY EVERY DEMAND OF FASHION OR FANCY

Shirts and Neckwear of
Superfine Quality

QUIMBY & METZ

North Jackson Boulevard

Cincinnati

DELLA ROBBIA ORNAMENT

Ivoryline Toiletware

Milady's dressing table is a true reflection of her personality. In daintiness, charm and good taste Ivoryline Toilet Accessories are unsurpassed. Every article from mirror to jewel box may be had either plain or richly decorated, in a variety of colors and designs

AT QUALITY SHOPS

Ideal Novelty Company

North Arlington



DELLA ROBBIA BORDER ROTERS ILLUSTRATOR

Della Robbia Light

36 Point 6 A 10 a

Dispatched

30 Point 7 A 14 a

Quaint Frock

24 Point 9 A 16 a

EXCURSIONS
Make Reduction

18 Point 13 A 26 a

RECEIVES MUCH
Important Document

14 Point 18 A 36 a

NUMBERS CHANGED
Several Progressive Hotels

12 Point 22 A 45 a

BRINGING HUGE ENGINE
Competent mechanics received large contract from government

10 Point 25 A 50 a

MANY PICTURESQUE VIEWS
Enthusiastic tourist described beauty and grandeur of western landscape

8 Point 31 A 60 a

PUBLIC ENDORSEMENT OF METHOD
Nationally prominent educational officials and business men unanimously endorsed elaborate system of vocational training in public schools

6 Point 32 A 63 a

EXERCISE IMPROVES PHYSICAL CONDITION
Healthful recreation, exercise and reasonable habits of living invariably prove their importance to most persons as being efficient builders and preservers of good health

Characters in Complete Font

A B C D E F G H
I J J K L M N O P
Q QU R R S T U
V W X Y Y Z & $
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k
l m n o p q r s t u v
w x y z ff fi fl ffi ffl
Qu ct . , - ' : ; ! ?

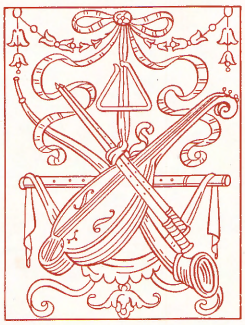


VANITY INITIAL

MUSICALE

DUREN SEMINARY ALUMNI

SATURDAY EVENING
NOVEMBER THE FOURTEENTH
AT EIGHT O'CLOCK



GROVENOR AUDITORIUM
EAST SOMMERSVILLE
CONNECTICUT

CLELAND ORNAMENT

Home

WHERE hospitality and faith abound and where comfort stands supreme

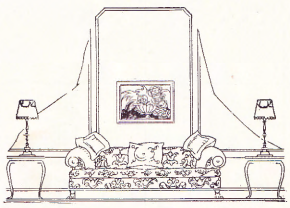
Rankin Styles

cleverly combine the art of upholstering with true interpretations of period furniture, making it more comfortable, modish and attractive as well. Rankin furniture is invariably the choice of people of taste

COMFORT
WORKMANSHIP
STYLE

Rankin Brothers

Philadelphia



ROTERS ILLUSTRATOR



THE AMERICAN TYPE FOUNDERS COMPANY

ANNOUNCES HEREWITH AN

EXHIBITION OF RARE AND FINELY PRINTED BOOKS

IN THE TYPOGRAPHIC LIBRARY AND MUSEUM
COMMUNIPAW AVENUE
JERSEY CITY

HAFTEL ORNAMENT

Tokens of Beauty



CARY'S
FLOWER SHOP
MENDHAM ARCADE

MORE captivating than a serenade, more expressive than your ambitious letters and more poetical than a sonnet or ballad. Flowers convey your thoughts and feelings in a pleasant and refined manner. Cary has a most complete display of plants and cut flowers for weddings and other affairs

DELLA ROBBIA BORDER ROTERS ILLUSTRATOR

MORGAN & HURBANK

THE IMMENSE VARIETY OF STOCK IN OUR SHOPS IS SUCH AS WILL MEET WITH THE REQUIREMENTS OF THE MOST FASTIDIOUS CUSTOMER · NECKWEAR AND SHIRTS OF MANY SHADES AND COLORS IN THE SEASON'S MOST APPROVED STYLES AND DESIGNS · STOCKINGS OF FINEST WOOL OR SILK · ALSO A FULL LINE OF ACCESSORIES FOR THE DISCRIMINATING MEN OF BOSTON

BOSTON'S VANITY SHOP FOR MEN

DELLA ROBBIA FESTOONS DELLA ROBBIA INITIAL

PROOF

READ THIS PROOF VERY CAREFULLY MARKING ANY DESIRED CHANGE AND RETURN AT ONCE

Be sure and always sign your name in order that we may be assured that proofs have been approved by the proper party

It is a standard condition and also the recognized custom of the printing craft that author's alterations on or after the first proof will be charged at time rates.

BENZE PRESS

HURON, OHIO



BULFINCH BORDER DELLA ROBBIA ORNAMENT

FINE PEARLS

WITH ALL THE RARE LUSTRE OF THE ORIENTAL GEM

MYSTIC PEARLS are the only acknowledged counterpart of the oriental gem; lustrous with the sea-soft sheen of the deep-water pearl; animated with the kaleidoscopic tints of nature's great original; a small fortune in appearance, but only a tithe of an Oriental Necklace as to cost. For almost any occasion pearls are a charming gift for the fastidious woman

KENDRICK & FOSTER

FIFTH AVENUE BUILDING

HAMPTON ROADS

DELLA ROBBIA BORDER

TENNIS TOURNAMENT

TO BE HELD AT THE RIVERDALE COURTS

FIRST MATCH
HAROLD JAMES BERINGTON
EVERETT JOHNSON



SECOND MATCH
ROBERT SPENCE CUMMINGS
CLARENCE FORHAM

ARLINGTON COUNTRY CLUB

SATURDAY, SEPTEMBER FIRST

GAMES START AT TWO O'CLOCK

ADMISSION TO GROUNDS, ONE DOLLAR

DELLA ROBBIA BORDER VOCATIONAL CAMEO

Camelot Oldstyle

36 Point 6 A 9 a

BRIGADIER
Managerial

30 Point 6 A 13 a

DESCENDING
Recapitulation

24 Point 8 A 15 a

SPECTROSCOPE
Electric Separator

18 Point 12 A 23 a

NUMEROUS POEMS
Pleasant Country Ride

12 Point 16 A 40 a

ENJOYING KINDERGARTEN
Beautiful European Cathedral

The original hand-applied motifs
exclusively employed in

Hyancinthe
Creations

justify their continuous selection
by discriminating society women
whose clothing must necessarily
conform with fashion's demands

Most exclusive originations
designed by our Paris house
are exquisitely fashioned by
our incomparable modistes

Importation of Chic Lingerie
now being featured

The Hyancinthe Shop
North Bloomfield Center

10 Point 18 A 40 a

DISTINGUISHED CUSTOMER
Magnificent stage costumes
displaying appropriate taste
brought unstinted approval

8 Point 20 A 52 a

MANUFACTURING UNDERWEAR
New England mills expect a very
stirring season. Numerous orders
received during summer months
quickly delivered to local retailer

6 Point 25 A 50 a

INTERNATIONAL ORGANIZATION
Beauty and modernity apparently
adequately co-operate rather than
compete in this remarkable region
where mystic mountain peaks vie
with unsurpassed turquoise lakes

Characters in Complete Font

A B C D E F G H I J K L M M N O P Q R R
S ſ T U V W X Y Z & $ 1 2 3 4 5 6 7 8 9 0
a a b c d e f g h h i j k l m m n o p q r s
t u v w x y z ff fi fl ffi ffl ct . , - ' : ; ! ?

BANOCK
STUDIOS

PORTRAIT STUDIES

OF EXQUISITE REFINEMENT AND BEAUTY

You will be most agreeably surprised with the result of Banock portraits. The softness of tone, with an unusual clearness of the smallest detail, has made the name of Banock on a photograph an assurance of all that is distinctively superb

HOME PORTRAITS A SPECIALTY

BANOCK STUD
30 Charles Street · Provi

ANTIQUE ORNAMENT VANITY INITIAL

Kendelberry Chains

Made in Gold, Silver and Platinum, in various quaint designs

Beautiful Catalogue Sent Upon Request

Edgecomb & Handley
Providence, Ohio

ROSA BORDER

ART EXHIBIT
KENDILON HOUSE
MARCH SEVENTH

BEAUTIFUL PAINTINGS OF ENGLISH AND FRENCH ORIGIN AND RARE MINIATURES BY THE RENOWNED DUDLEY NORTHROP

FROM THE COLLECTIONS OF
EDUARDO MORINEZ

ADMISSION BY INVITATION ONLY

DELLA ROBBIA INITIAL

Light Oldstyle

48 Point 4 A 6 a

Natural

36 Point 4 A 9 a

Eulogized

30 Point 5 A 10 a

Stylish Girls

24 Point 6 A 12 a

RENOUNCED
Dredged River

18 Point 10 A 19 a

BUILDING FOUR
Great Dormitories

14 Point 14 A 28 a

HEROES REJOICING
Proud Guest Honored

12 Point 16 A 31 a

MERCHANT EXPECTED
Big Retailer Coming Soon

10 Point 17 A 35 a

EXHIBIT RACING HORSES
Many Beautiful Ladies Ride

8 Point 21 A 42 a

DETECTIVE AGENCY BANKRUPT
Business condition affects concern which usually received large profit

6 Point 23 A 45 a

BANKING CLERK BECOMES MANAGER
Good employee supersedes many others for coveted position with woolen concern

Characters in Complete Font

A B C D E F G
H I J K L M N
O P Q R S T U V
W X Y Z & $ 1 2
3 4 5 6 7 8 9 0
a b c d e f g h i
j k l m n o p q
r s t u v w x y z
. , - ' : ; ! ?

RAREST CHINA SILKS

THESE wonderful creations invariably express a most exceptional style, wizardry of color, inimitable design and a guaranteed service; in other words, silks which have coveted individuality

PUSSY WILLOW SATIN
DRAPELLA SILKETINE

SUPERIOR SILK COMPANY

NEW YORK ~ SYRACUSE

HAFTEL ORNAMENT



Beautifully Illustrated
with many Engravings

50 Cents Per Copy
$5.00
For One Year

Modern Sculptor

PUBLISHED MONTHLY FOR THE NORDEN ART SOCIETY

REFLECTING art as a great factor in our civilization, this new magazine considers art from every point of view and presents in a clear and extensive manner the artistic impulses and high inspirations of the present time

HENDER PUBLISHING COMPANY
New Emhorft Building, Philadelphia, Pennsylvania

ROTERS ILLUSTRATOR

Announcing

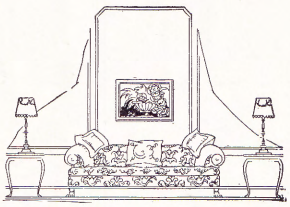
an unusual convenience
for our patrons

THE BALCONY

where you may be served with choice
Luncheons, Salads and other
dainty refreshments

SPRINGER & ROBERTS
Great Northern Boulevard

ROSA BORDER



BINCHER
DECORATIONS

The wall decorations and the arrangement of furniture as well as the color scheme are necessary for beauty in the home and care should be given while selecting these items. The Bincher Service will gladly advise you

ESTIMATES UPON REQUEST

1347 HURST BUILDING
SOUTH NORDON, GEORGIA

ROTERS ILLUSTRATOR

Harris Roman

72 Point 3 A 4 a

Belt

60 Point 3 A 4 a

SHE
Nigh

48 Point 3 A 6 a

MIND
Rustic

42 Point 4 A 7 a

DINES
Empire

36 Point 4 A 7 a

HORSE
Slighted

Characters in Complete Font

A B C D E F G H I
J K L M N O P Q R
S T U V W X Y Z &
$ 1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l m
n o p q r s t u v w x y z
. , - ' : ; ! ?

SMALL CAPS from 6 to 12 Point are put up in separate fonts and furnished only when specially ordered

9 and 20 Point carried in stock only at Foundry

30 Point 5 A 10 a

HINGE
Epistles

24 Point 6 A 11 a

INSPIRE
Despatch
Banquets

18 Point 10 A 21 a

GRANDEUR
Photographic
slide pictures

14 Point 13 A 28 a

BIOGRAPHER
Straightforward
young salesman

12 Point 17 A 35 a

COUNT RETURNS
PUBLIC spirited men
welcome brave hero
from native country

10 Point 20 A 40 a

PERILOUS JOURNEY
SEVERAL old travelers
explore wild territories
seeking buried plunder

8 Point 22 A 43 a

ENTERTAIN SCHOLARS
OBLIGING manager to give
children an opportunity of
seeing actor perform feats

6 Point 24 A 48 a

SPLENDID MUSICALE HEARD
PERFECT articulation and good
taste were noticeable. Lady wins
encomiums from many listeners

5 Point 22 A 44 a

MOTORISTS ENJOY RECENT TOUR
Beautiful highways and picturesque
scenery delight travelers. Gathering
tourists recall their boyhood pranks

Harris Italic

Characters in Complete Font

A B C D E F

G H I J K L

M N O P Q R

S T U V W X

Y Z & $ 1 2 3

4 5 6 7 8 9 0

a b c d e f g

h i j k l m n

o p q r s t

u v w x y z

. , - ' : ; ! ?

9 and 20 Point carried in stock only at Foundry

18 Point 10 A 20 a

BRIGHTENS HOME
Exquisitely Decorated

14 Point 12 A 26 a

HONOR INSTRUCTORS
Noted Educator Eulogized

12 Point 16 A 34 a

SUPREME COURT DECIDING
Judge Raised Important Question

10 Point 19 A 38 a

GROCERY MERCHANT RETIRES
Devoted Employees Expressed Regret

8 Point 21 A 42 a

HARD WORK BRINGS CONTENTMENT
Earnest industry is always the living song of praise, the never-failing source of happiness

6 Point 23 A 46 a

EVERY PERSON SHOULD INVENT SOMETHING
The introduction of noble inventions seems to hold by far the most excellent place among all human actions

5 Point 21 A 43 a

FOREMOST AMONG OUR POSSESSIONS IS GOOD MEMORY
Human memory is the cabinet of imagination, the treasury of reason, the registry of conscience, the council room of thought

WITH THANKS we acknowledge receipt of your remittance. We bow to the man who pays his bills promptly. He lubricates the wheels of commerce and keeps industry humming. We appreciate your patronage and trust our service will merit a continuance of our cordial relations

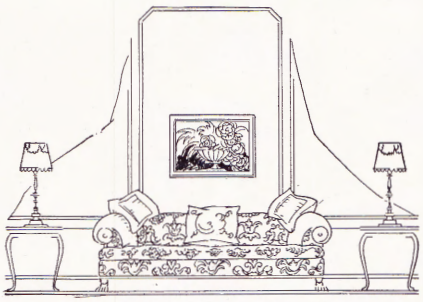
REMINGTON PRINTING COMPANY

HIGHBRIDGE, RHODE ISLAND

Mechanics Building *Telephone High 2863*

DUTCH INITIAL

The Secret of Decorating Interiors



THOSE to whom furniture means more than merely a thing of utility will find in our large display rooms an inspiration in planning the interior decorations for that new home, no matter how simple or elaborate their tastes

Every object in this great collection of beautiful cabinetry exposes that indefinable touch of the artisan who works in like spirit and who uses the same quality of materials as cabinet makers of years past. Here one will find furniture and other decorative accessories that beautify the home

Catalogue of Suggestions will be mailed on request

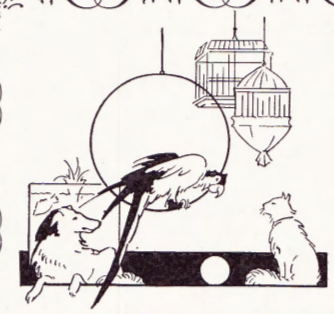
HADIMAN FURNITURE COMPANY

MILWAUKEE, WISCONSIN

ENGRAVERS BORDER VANITY INITIAL ROTERS ILLUSTRATOR

MR. TYPOGRAPHER

Withdraw to the heart of a silent place, divert the mind from all distracting thoughts and concentrate on the blankness for that will-o-the-wisp—an IDEA. The game is worth the candle, for ideas often make deserts bloom, and will, when properly developed, turn printing into PROFITABLE PRINTING



We always have on hand a supply of foods that will keep your pets in the best of health and prolong life

Send for free booklet and samples

Household Pets

Birds and Animals

IN PURCHASING birds or animals there are numerous reasons why you should patronize a well-known and responsible dealer. Our store has filled the wants of customers for more than seventy years and we guarantee to give you satisfaction

HARRIS & MONTGOMERY

123 MICHIGAN BOULEVARD

PORTSMOUTH

ROSA BORDER ROTERS ILLUSTRATOR

CORRESPONDENCE *trains salesmen on the road*—a salesman is never finished training. The older and experienced salesman is often as much in need of training as is the cub. Recognizing this to be a fact we have originated the MORRIS SALES MANUAL which is educating many of the most experienced traveling men in the fundamental policies of selling every kind of merchandise. It is printed in Harris Roman type upon durable paper. For literature and further details address

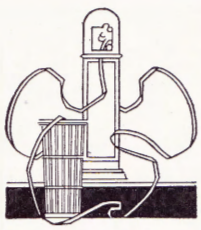
THE ROTTERDAM PRESS

126 ABBINGTON STREET

KANSAS CITY



ROTERS ILLUSTRATOR



Jones & Smith

Stock Brokers

12 Emerson Street

Chicago

Foreign Exchange
We issue Travelers Checks and Letters of Credit

Branches

CLEVELAND CINCINNATI

PHILADELPHIA

ROTERS ILLUSTRATOR

48 Point 6 A 10 a

Dignified

36 Point 6 A 12 a

Clips Bonds

30 Point 8 A 14 a

Sixth Hymnal

24 Point 10 A 18 a

Industrialism
Gave Lawful Date

18 Point 14 A 28 a

Healthful Games
Fancy Skating Display

14 Point 21 A 40 a

Masterpieces Bought
Coerce Metropolitan Author

12 Point 22 A 42 a

Brochure Won Trophy
National Association of Scribes

10 Point 25 A 49 a

Seventh Regimental Dance
Legislative Manual for Government
Insurance Companies

8 Point 27 A 53 a

Choicest Educational Literature
Philadelphia Friendly League Continued
Horticultural Exposition

6 Point 29 A 58 a

International Yacht Racing Contests
Quarterly Meeting of Southern Philatelic Guild
Eighth Financial Statement

Characters in Complete Font

A B C D E F G H I J
K L M N O P Q R S
T U V W X Y Z & $
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k
l m n o p q r s t u
v w x y z ff fi fl ffi ffl
. , - ‘ ’ : ; ! ?

Quality
Service Printer

I have just hung out my shingle at 32 Dey Place where I shall be delighted to meet those who are in need of superior printing Mail and other modern advertising methods

Phone 564 Worth

John Stanley Hedgman
Advertising Typographer
Rochester

By the characteristics of the human face one's qualities are often judged – and so it is with type faces ❧ Being guided by this principle we always try to use only the type faces which are characteristic of the thing to be advertised ❧ Good faces, either human or type, always create a favorable impression

SELECTED

Freehand is a good type face and has a place in all composing rooms

American Type Founders Company

Facts of value for every man who conducts a printing business or the man who intends to enter the field of printing

Facts vividly pictured that take the "blue sky" out of the mysteries of the game

Facts—250 pages of them—presented in a way that makes them easily and thoroughly understood

How To Make Money in the Printing Business

A Synopsis of the Book

New Rochelle
Space & Quad Company
Publishers

BROCHURE BORDER AMERICAN BORDER

American Type Faces

are the Backbone of Good Printing and increase your profits in the Printing Business

So Say We All of Us

CLELAND BORDER

The stock used on this insert is CHEMCO ANNOUNCEMENT, kid finish. Made by CHEMICAL PAPER MANUFACTURING CO., Holyoke, Mass.

This Catalogue

With very few exceptions the names of persons, places and things in this catalogue are all fictitious. We have modeled a world in miniature which exists only in these pages and is not to be found by the most enterprising geographer. Books which never were written are brought into being. People whom no one has ever seen sell their mythical wares undisturbed. Modern cities rise and flourish. Vast carnivals parade in sumptuous grandeur. Our fancy roams free, and it is as if we had "molded the scheme of things entire, nearer to our heart's desire." So don't send for a copy of The Swift Growth of Mighty Empires or How to Cure a Fresh Ham. These books are only the fanciful creations of our compositors. But, one thing is real and true. The types whose shadows cover the pages are real types, made of the best metal, cast in true alignment and designed to satisfy the varying tastes of printers.

American Type Founders Company

ROSA BORDER

Only A Word

TELL me something that will be
Joy through all the years to me.
Let my heart forever hold
One divinest grain of gold.
Just a simple little word
Yet the dearest ever heard;
Something that will bring me rest
When the world seems all distressed.

As the candle in the night
Sends abroad its cheerful light,
So a little word may be
Like a lighthouse in the sea.
When the winds and waves of life
Fill the breast with storm and strife,
Just one star my boat may guide
To the harbor, glorified.

CHEMCO

Chemco Announcement

(Kid Finish)

22x34 - Sub. 28

Chemco Announcement is made in the following colors:

Blue · Violet · Rose
Buff · Grey

To Match:

Chemco Announcement Bristol

in same colors, size and finish

PARAGRAPH TERMINALS

Freehand

A letter of medium color suggesting
Old English

Drawn in imitation of the strokes of a broad pen, the Freehand Series carries an element of the refinement of Black Letter, and yet it is very legible and rich looking for the purposes of modern print. The capitals have slight decorative flourishes which give the page an added touch of beauty. The lower-case alphabet is singularly clear and strong; each letter, although obviously based on Old English, has an unmistakable similarity to the Roman fonts now in general use. And this is of importance, because for general printing the letters should be simply formed

TINT: CHAP-BOOK BORDER AND CHECKERBOARD RULE

Profitable Possibilities

THE possible development of a printing business by right advertising methods is not appreciated by the majority of printers. To printers properly equipped to handle the work, a rich field, ready for developing, is disclosed herein. The chief use of type to the printer is to attract and to stimulate business. The better class of customers demand Style, and are willing to pay for it; but it must be correct and effective. Printers who most convincingly display new type faces to their customers will derive the greatest profit from them because printing done with popular new type faces is worth more than that done with type faces which are worn or obsolete

American Type Founders Co.

CLELAND BORDER MISSAL INITIAL



ROTERS ILLUSTRATOR

The

Telephone

is an Asset to Business

Its cost is but a few cents daily

HE who first reduced the labor of copyists by the use of movable types was disbanding hired armies and cashiering most kings and senates and creating a whole new democratic world. He had invented the Art of Printing

CARLYLE

ROSA BORDER

Jenson Oldstyle No. 2

72 Point 3 A 4 a

Mink

60 Point 3 A 4 a

Hailed

48 Point 4 A 9 a

Napkin

42 Point 4 A 9 a

Brigades

Characters in Complete Font

A B C D E F G
H I J K L M N
O P Q R S T U
V W X Y Z & $
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i
j k l m n o p q r
s t u v w x y z
. , - ' : ; ! ? —)

Character —— not made for 24, 30, 36, 42, 48, 54, 60 and 72 Point sizes

54 Point carried in stock only at Foundry

36 Point 5 A 9 a

SECURE
Inquisition

18 Point 10 A 20 a

GOVERNED
Protesting tribe
given privileges

10 Point 18 A 38 a

FINISHED GARDEN
Skillful arrangement of shrubbery and selection of proper flowers assure horticultural perfections

30 Point 6 A 10 a

ENDURED
Disrespectful

14 Point 13 A 26 a

MERCHANTS
Improved method
again thoroughly
surprised retailers

8 Point 22 A 42 a

SECURED PERFORMER
The most cherished possession of the great instrumentalist or vocalist is his proficiency, and every endeavor is exerted that perfection be ever maintained

24 Point 7 A 13 a

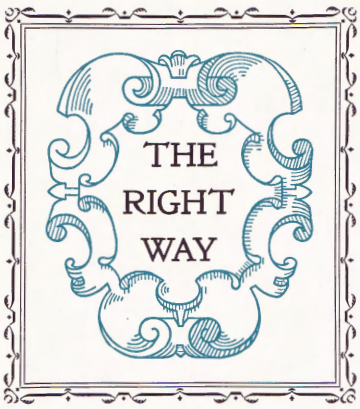
RESOURCES
Communicated

12 Point 16 A 32 a

WINTER SCENE
Pretty landscape sold
particular gentleman
from western society

6 Point 25 A 50 a

MANY HOUSE ORNAMENTS
The difference between a house that resembles a square box on the ground and one that seemingly belongs there is a good foundation planting. Proper plants cleverly distributed create just the beautifying effect usually needed



Advertising assures the RIGHT WAY and greatly enlarges the market for the manufacturer's product

ADVERTISING PRINCIPLES

A BUSINESS CANNOT STAND STILL FOR ANY LENGTH OF TIME

A BUSINESS will either advance or go backward. The difference between growth or decline may be merely a question of advertising. Many a firm meets its overhead expenses and pays higher dividends from the increased volume of business created by

ADVERTISING

ANTIQUE ORNAMENT ROSA BORDER

ART-EDUCATION MAGAZINE

VOLUME TWO



NUMBER ONE

Art Principles

Graphic Expression · Manual Expression

ENTERPRISE PUBLISHING COMPANY

BOSTON PHILADELPHIA CHICAGO

ANTIQUE ORNAMENT OLD ENGLISH BORDER

Jenson Condensed

72 Point 3 A 4 a

Bough

60 Point 3 A 4 a

Spatula

48 Point 5 A 7 a

MUSTER

Harlequin

42 Point 5 A 9 a

EXPENSE

Refrigerate

36 Point 5 A 10 a

DECEMBER

Investigation

30 Point 7 A 12 a

FREQUENTED

Jumping Horses

24 Point 8 A 17 a

EXISTENCE

Night edition was expected

18 Point 12 A 26 a

HEMISPHERES

Daring travelers discovered silver

14 Point 16 A 39 a

GIFTED MUSICIAN

Contemplates taking extended foreign tour with larger orchestra

12 Point 20 A 43 a

KITCHEN GARDENS

Produce choice fresh vegetables for thrifty suburban commuters

10 Point 22 A 46 a

ROMANTIC SCENARIO

Quixotic drama unfolds remarkably interesting story splendidly filmed

8 Point 26 A 55 a

ILLUSTRATED TRAVELOGS

Prominent lecturer announces unique pictorial entertainment combining music with pictures

6 Point 28 A 60 a

HONOR UNIVERSITY PRINCIPAL

Student body of important university tenders farewell banquet to retiring president and presents valuable gift in appreciation of his helpful service

96, 120 and 144 Point carried in stock only at Foundry

Characters in Complete Font

A B C D E F G
H I J K L M N
O P Q R S T U
V W X Y Z & $
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i
j k l m n o p q r
s t u v w x y z
. , - ' : ; ! ?

Jensen Bold Condensed

18 Point 13 A 26 a

BROKE PLEDGE
Explains Reason

14 Point 18 A 36 a

RESERVING SEATS
Prevents Crowding

12 Point 20 A 46 a

BROKERS INTERESTED
New Company Succeeds

10 Point 20 A 46 a

ENCOURAGE OPTIMIST
Brighter Future Sighted

8 Point 28 A 58 a

MADE CREDITABLE SHOWING
Amateur actors rehearsing new play delighted patient instructor

6 Point 30 A 60 a

PROGRESSIVE MERCHANT RETIRES
Reviews remarkable business career and advises those struggling for fame

42 Point 5 A 10 a

HIS Kite

36 Point 6 A 12 a

GRAINER
Inspected

30 Point 8 A 14 a

MENTIONS
Rival Joker

24 Point 10 A 17 a

SPOKESMAN
Gifted Soloist

144 Point 3 A 4 a

Hilt

120 Point 3 A 4 a

Bide

96 Point 3 A 4 a

Myth

72 Point 3 A 4 a

Enable

60 Point 4 A 5 a

Natural

48 Point 5 A 8 a

Rudiment

Characters in Complete Font

A B C D E F G H I J
K L M N O P Q R S
T U V W X Y Z & $
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k
l m n o p q r s t u v
w x y z . , - ' : ; ! ?

De Vinne No. 2

72 Point 3 A 4 a

Nail

60 Point 3 A 4 a

RED

Sigh

48 Point 4 A 5 a

MINE

Hayti

42 Point 4 A 6 a

DITCH

Expert

36 Point 4 A 7 a

USHER

Injuries

30 Point 5 A 9 a

HERBS

Kindled

24 Point 6 A 11 a

CUSTOM

Sacrifices

18 Point 9 A 18 a

ENCLOSED

Nice Marble

14 Point 13 A 25 a

INVESTMENT

Municipal bond issued recently

12 Point 15 A 30 a

BAND CONCERT

Numerous critics heard soloist play difficult selection

10 Point 19 A 39 a

PEACE NEGOTIATED

Statesman considering terms offered declared outlook real promising

8 Point 21 A 43 a

REMARKABLE GENIUS

Scholar shows wonderful knowledge of wild animal customs during captivity

6 Point 22 A 44 a

HISTORICAL ARCHITECTURE

Beautiful building just finished greatly admired; ancient design followed for exterior decorating was favorably commented upon recently by renowned architect

5½, 7 and 54 Point carried in stock only at Foundry

Characters in Complete Font

A B C D E F G

H I J K L M N

O P Q R S T U

V W X Y Z & $

1 2 3 4 5 6 7 8 9 0

a b c d e f g h i

j k l m n o p q r

s t u v w x y z

. , = ' : ; ! ?

De Vinne Condensed No. 2

12 Point 21 A 40 a

BUILDING LIBRARY
Contemplated outlay
spiritedly subscribed
when solicitors start

10 Point 25 A 50 a

OUTING GIVEN CHILDREN
Enjoy invigorating breezes
rapidly wafted shoreward
on restless foaming billow

8 Point 26 A 52 a

MAYOR CALLING MEETINGS
Notification officially received
giving authority for occupying
auditorium during convention

6 Point 28 A 58 a

MAGNIFICENT BUILDING ERECTED
Experiences gained from preparations
and construction both pleasurable and
educational to gentleman supervising
recent operations. Structure certainly
improves appearance of thoroughfare

30 Point 6 A 11 a

MINUTE
Particles

24 Point 8 A 14 a

DREAMER
Questioned

18 Point 12 A 23 a

NICE OUTING
Sailing Friday

14 Point 16 A 30 a

BAND CONCERT
Enthused maiden
cheers conductor

72 Point 3 A 4 a

Bigot

60 Point 3 A 5 a

HERD

Septic

48 Point 3 A 6 a

ROUGH

Esquire

42 Point 4 A 7 a

DETOUR

Magnetic

36 Point 4 A 8 a

QUAKERS

Graduated

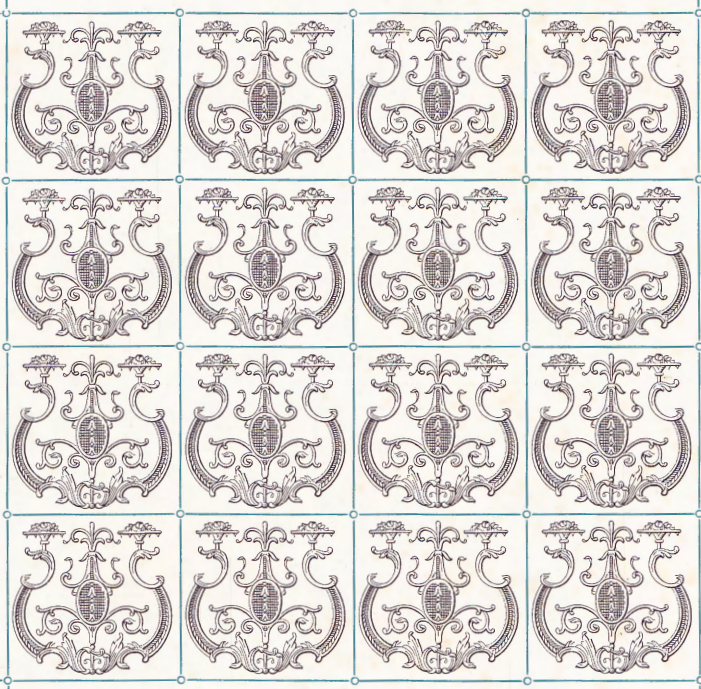
54 Point carried in stock only at Foundry

Characters in Complete Font

A B C D E F G
H I J K L M N O
P Q R R S T U
V W X Y Z & $
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i
j k l m n o p q r
s t u v w x y z
. , = ' : ; ! ?

Unusual Type Faces

DESIGNED ESPECIALLY FOR
HIGH-CLASS BOOKS, CATALOGUES, CIRCULARS
AND OTHER COMMERCIAL WORK



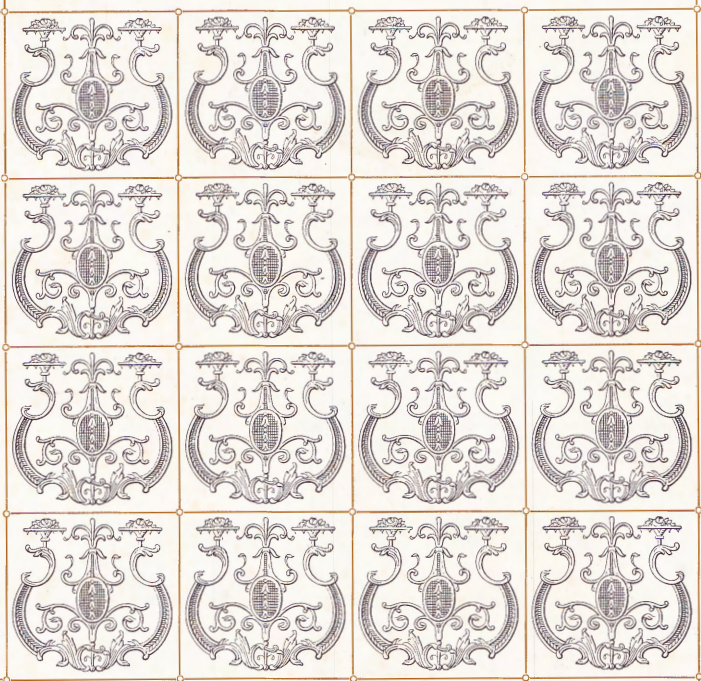
American Type Founders Company

SELLING HOUSES IN PRINCIPAL CITIES

HAFTEL BORDER HAFTEL ORNAMENT

Popular Type Faces

DESIGNED ESPECIALLY FOR
HIGH-CLASS OFFICE STATIONERY AND
BUSINESS PRINTING



American Type Founders Company

SELLING HOUSES IN PRINCIPAL CITIES

HAFTEL BORDER HAFTEL ORNAMENT

HEAVY COPPERPLATE GOTHIC

24 Point No. 30 — 6 A

ENDANGER

24 Point No. 29 — 7 A

INSTRUCTION

18 Point No. 30 — 9 A

ERASED MARKS

18 Point No. 29 — 11 A

DEPTH MEASURED

12 Point No. 28 — 13 A

KNOWLEDGE SOUGHT

12 Point No. 27 — 16 A

FOUND HANDSOME BOOK

12 Point No. 26 — 19 A

SEVEN SCHOLARS FURNISHED

12 Point No. 25 — 24 A

INTERNATIONAL BOATING CONTEST

CHARACTERS IN COMPLETE FONT

A B C D E F G H I
J K L M N O P Q
R S T U V W X Y
Z & $ 1 2 3 4 5 6
7 8 9 0 . , - ' : ; ! ?

6 Point No. 24 — 21 A

DEMONSTRATION SATISFACTORY MODERN LABOR-SAVING DEVICES

6 Point No. 23 — 26 A

COLLEGE PROFESSOR RETURNS REPORT DEPARTMENT OFFICIAL CORRECTS NOTE

6 Point No. 22 — 32 A

JUDGE HONORED FAMOUS EUROPEAN LIBRARIAN NEWSPAPER PUBLISHED BIOGRAPHY OF VISITOR

6 Point No. 21 — 37 A

RAPID CALCULATING MACHINE PROVES VERY EFFICIENT SEVERAL LEADING BUSINESS MEN ENDORSED INVENTION

OUR BIRTHDAY

WHILE SERVING THE PUBLIC FOR THE PAST TWENTY-FIVE YEARS WE HAVE MADE A REPUTATION FOR OURSELVES OF WHICH WE ARE PROUD. TO-DAY WE CELEBRATE OUR

TWENTY-FIFTH ANNIVERSARY

AND IN HONOR OF THE IMPORTANT EVENT PATRONS OF OUR STORE WILL BE GIVEN THE BENEFIT OF A THIRTY PER CENT REDUCTION ON ALL MERCHANDISE IN THE BUILDING. THIS WONDERFUL OFFER IS FOR TO-DAY ONLY. DO NOT FAIL TO TAKE ADVANTAGE OF IT

COURTESY, QUALITY AND PROMPT SERVICE
HAVE BEEN OUR POLICY FOR THE PAST QUARTER OF A CENTURY

BROAD DEPARTMENT STORE
CHESTER, INDIANA

MONDAY, JUNE FIRST

LIGHT COPPERPLATE GOTHIC

CHARACTERS IN COMPLETE FONT

A B C D E F G H I
J K L M N O P Q
R S T U V W X Y
Z & $ 1 2 3 4 5 6
7 8 9 0 . , - ' : ; ! ?

6 Point No. 4 — 21 A

PREPARED ELEMENTARY COURSE
SCHOOL TEACHERS DIRECT BOYS

6 Point No. 3 — 26 A

INTERNATIONAL IMPROVEMENT SOCIETY
FOREIGN BRANCH OFFICES CONSIDERED

6 Point No. 2 — 32 A

AMERICAN RAILROADS CHANGE TIME SCHEDULE
COMMUTERS REJOICED WHEN THEY HEARD NEWS

6 Point No. 1 — 37 A

FURNISHED APARTMENT HOUSE NOW BEING REMODELED
WORK TO BE DONE BEFORE THE COLD WEATHER ARRIVES

24 Point No. 10 — 6 A

RENUMBER

24 Point No. 9 — 7 A

HARMONIOUS

18 Point No. 10 — 9 A

MONTH ENDING

18 Point No. 9 — 11 A

EXCEPTING RULES

12 Point No. 8 — 13 A

SPECIMEN EXHIBITION

12 Point No. 7 — 16 A

REPRODUCTION INSURED

12 Point No. 6 — 19 A

SPECIALIZING MACHINE WORK

12 Point No. 5 — 24 A

FURNISHED MODERN DEPARTMENT

LOUIS PINE
PRESIDENT

JOHN LIONS
TREASURER

FORD
BANK

CAPITAL AND SURPLUS
$975,000

AUDITORS'
ANNUAL REPORT

NORTH REVINGTON BOULEVARD
MARIE OAKS, CHICAGO

VERSATILE ORNAMENT

RAILROAD SECURITIES — STOCKS AND BONDS

HANER-SMITH COMPANY
BROKERS

TELEPHONE 246

EXCHANGE BUILDING
BOSTON

DANCING

PRIVATE LESSONS
TUESDAY AND
SATURDAY

KEEP UP WITH THE TIMES. LEARN
ALL THE LATEST DANCES AND ADD
TO THE ZEST OF LIVING. SPECIAL
COURSE OFFERED TO BEGINNERS

SPRING SEASON

RENO DANCING ACADEMY
HARTLAND, IDAHO

LIGHT COPPERPLATE GOTHIC CONDENSED

24 Point No. 40 — 8 A

KINDRED SERVING

24 Point No. 39 — 10 A

ECONOMIC RESEARCH

18 Point No. 40 — 11 A

IMPROVISER NUMBERING

18 Point No. 39 — 14 A

ENCOURAGED MODERN SIGN

12 Point No. 38 — 18 A

HISTORIC HOUSE BEING REPAIRED

12 Point No. 37 — 22 A

SUPERIOR PRINTING CHARMS CUSTOMER

12 Point No. 36 — 26 A

PROGRESSIVE METHOD INSPIRED CONFIDENCE

12 Point No. 35 — 29 A

DISTINGUISHED DIRECTOR PRODUCING COMIC OPERA

6 Point No. 34 — 27 A

EXTRAORDINARY PUBLICATIONS CREATE DESIRABLE IMPRESSION

6 Point No. 33 — 31 A

GOVERNMENT DECIDEDLY OPTIMISTIC INTERESTING ANNUAL REPORT ISSUED

6 Point No. 32 — 37 A

PRINTER DESCRIBES ARTISTIC COMPOSITION SOME NOTABLE CRAFTSMEN SHOW INTEREST

6 Point No. 31 — 42 A

DETERMINED EDUCATORS DECIDED CRITICAL POINT MANY PEDAGOGUES ATTEND INSTRUCTIVE SESSION

THE AGATHOI DRAMATIC SOCIETY

A SOCIETY COMPOSED OF
MEMBERS OF THE METROPOLITAN CHURCH
WILL PRESENT

THE PRODIGAL SON

A COMEDY IN FOUR ACTS

AT THE CHURCH AUDITORIUM
MANHATTANVILLE, NEW YORK

WEDNESDAY AND THURSDAY EVENINGS
FEBRUARY 24TH AND 25TH
AT 8 O'CLOCK

THE PROCEEDS OF THESE ENTERTAINMENTS
WILL BE USED FOR THE IMPROVEMENTS WHICH ARE BEING MADE IN
THE CHURCH AND PARSONAGE

THE AGATHOI DRAMATIC SOCIETY OF THE METROPOLITAN CHURCH

PRESENTS

THE PRODIGAL SON

A COMEDY IN FOUR ACTS

IN THE CHURCH AUDITORIUM, MANHATTANVILLE, NEW YORK
ON WEDNESDAY AND THURSDAY EVENINGS
DECEMBER 24TH AND 25TH

ADMISSION ONE DOLLAR — LIMITED TO SEATING CAPACITY

CHARACTERS IN COMPLETE FONT

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z & $
1 2 3 4 5 6 7 8 9 0 . , - ' : ; ! ?

HEAVY COPPERPLATE GOTHIC CONDENSED

AMERICAN
INSTRUMENTS OF UNUSUAL
EXCELLENCE

ENDEMANN PIANOS

ON DISPLAY
AT THE MUSIC SHOW
HARMONY HALL
NEXT WEEK

ENDEMANN PIANO COMPANY
422 EAST ROBERTS AVENUE
PITTFIELD, PA.

CHARACTERS IN
COMPLETE
FONT

A B C D
E F G H
I J K L
M N O P
Q R S T
U V W X
Y Z & $
1 2 3 4 5
6 7 8 9 0
. , - ' : ; ! ?

BUSINESS HAS FINALLY RECOGNIZED THE FACT THAT ART IS MUCH MORE THAN "BEAUTIFUL FOOLISHNESS"

BUSINESS STIMULATED

AN ARTISTIC PIECE OF PRINTING USUALLY ATTRACTS THE EYES OF BUSINESS MEN IN NOT ONLY YOUR OWN BUT IN EVERY OTHER LINE. WITH OUR FACILITIES FOR PRODUCING ARTISTIC PRINTING YOUR BUSINESS CAN BE STIMULATED NO MATTER WHAT YOU MAKE OR SELL. WE SHALL BE GLAD TO HOLD A CONFERENCE WITHOUT OBLIGATION WHENEVER IT SUITS YOUR CONVENIENCE

ARTISTIC PRINTING COMPANY
ADVERTISING DESIGNERS AND TYPOGRAPHERS
POUGHKEEPSIE, NEW YORK

FLORAL DECORATOR

24 Point No. 20 — 8 A

READING MOTIVES

24 Point No. 19 — 10 A

BOHEMIAN FINANCIER

18 Point No. 20 — 11 A

MECHANICS PRODUCING

18 Point No. 19 — 14 A

SUBMERSIBLE DESTRUCTION

12 Point No. 18 — 18 A

HUNTING RANCH INSURE PICTURE

12 Point No. 17 — 21 A

BANKERS HONORED NEGOTIATING LOAN

12 Point No. 16 — 25 A

GRADUATES REJOICING PEOPLE REMAIN QUIET

12 Point No. 15 — 29 A

SUPERIORITY RECOGNIZED FINEST EXAMPLES SHOWN

6 Point No. 14 — 27 A

INTERESTING ANNOUNCEMENTS DELIGHTED REFINED CUSTOMER

6 Point No. 13 — 31 A

ENTERPRISING FOREIGNERS PROSPER SHOW EXCEPTIONAL BUSINESS SENSE

6 Point No. 12 — 37 A

CRITICS ADVOCATING DISTINCTIVE FEATURES RECOGNIZE GREAT ADVANTAGES THEREFROM

6 Point No. 11 — 42 A

ADVERTISING DIGNIFIED COMMERCIAL STATIONERY HELPS STIMULATE DESIRABLE TRADE EVERYWHERE

Light Copperplate Gothic Extended

24 Point No. 70 — 5 A

ENSURED

24 Point No. 69 — 6 A

RIGHTEOUS

18 Point No. 70 — 8 A

INSTRUCTIVE

18 Point No. 69 — 9 A

FOREIGN BIRTH

12 Point No. 68 — 11 A

SMART EXECUTOR

12 Point No. 67 — 13 A

PRODUCING FIGURES

12 Point No. 66 — 15 A

MECHANICS PROSPERING

12 Point No. 65 — 18 A

HISTORIC BANKING CONCERN

6 Point No. 64 — 17 A

ENTHUSIASTIC ADVERTISER
SHOWING ARTISTIC DESIGN

6 Point No. 63 — 22 A

IMPORTANT BANQUET ARRANGED
MANY NOTED SPEAKERS PRESENT

6 Point No. 62 — 26 A

INTERNATIONAL ROWING CHAMPIONSHIP
MAGNIFICENT BRONZE TROPHY AWARDED

6 Point No. 61 — 30 A

CONTEMPLATE REMARKABLE DEMONSTRATION
PRESIDENT ATTENDS IMPRESSIVE CEREMONIES

Characters in Complete Font

A B C D E F G
H I J K L M N O
P Q R S T U V
W X Y Z & $ 1 2
3 4 5 6 7 8 9 0
. , - ' : ; ! ?

BAKER-RICHARDSON COMPANY
INCORPORATED
MADISON SQUARE, SCHENECTADY, KANSAS

OUR MR. JACKSON WILL CALL ON YOU SEPTEMBER 24TH
WITH AN UNUSUAL SHOWING OF USEFUL AND ARTISTIC

SILVERWARE

MR. JACKSON RANKS AMONG THE LEADING AUTHORITIES
ON SILVERWARE, HAVING BEEN ASSOCIATED FOR YEARS
WITH NOTABLE EUROPEAN DESIGNERS, AND WE BELIEVE
YOU WILL FIND HIS VISIT OF UNCOMMON INTEREST.

BAKER-RICHARDSON COMPANY
INCORPORATED

August Ninth

Heavy Copperplate Gothic Extended

6 Point No. 74 — 17 A

CONCERT SINGERS RETURN
BEAUTIFUL WINTER HOMES

6 Point No. 73 — 22 A

ILLUSTRATED WESTERN SCENERY
VARIOUS KINDS OF LARGE SHOWS

6 Point No. 72 — 27 A

NEW MACHINE BREAKS RACING RECORD
HIGH-GRADE SHOES SOLD REASONABLY

6 Point No. 71 — 30 A

NEW YORK CENTRAL TRAVELS ALONG HUDSON
COUNTRY DISPLAY WINDOWS VERY ATTRACTIVE

Characters in Complete Font

A B C D E F G
H I J K L M N O
P Q R S T U V
W X Y Z & $ 1 2
3 4 5 6 7 8 9 0
. , - ' : ; ! ?

24 Point No. 80 — 5 A

MENDING

24 Point No. 79 — 6 A

DISREPUTE

18 Point No. 80 — 7 A

COLD WINDS

18 Point No. 79 — 8 A

NUMBER FOUR

12 Point No. 78 — 11 A

FROZEN CHICKEN

12 Point No. 77 — 13 A

NOTED AUTOMOBILE

12 Point No. 76 — 15 A

MERCHANTS CROWDING

12 Point No. 75 — 18 A

NUMEROUS HOMES DESIRED

MRS. EDNA MAE BROWN

TAKES GREAT PLEASURE IN INVITING YOU
TO BE PRESENT AT HER

THIRD VIOLIN RECITAL

Miss Lillian Johnson
Soloist

Sunday Afternoon, June First
three forty-five o'clock

MENDLESHOW DRAWING ROOMS
Northshore Manor

FOR THE BENEFIT OF THE WAR WORKERS
TICKETS SENT ON REQUEST

COPPERPLATE GOTHIC ITALIC

24 Point No. 60 — 6 A

HUNDREDS

24 Point No. 59 — 8 A

EXPOUNDING

18 Point No. 60 — 9 A

MAGNIFICENCE

18 Point No. 59 — 11 A

RECONSTRUCTION

12 Point No. 58 — 12 A

PERMANENT SERVICE

12 Point No. 57 — 16 A

LEGENDARY HAPPENINGS

12 Point No. 56 — 18 A

DASHING OFFICER PROMOTED

12 Point No. 55 — 22 A

ENTHUSIASTIC VOYAGERS RETURN

CHARACTERS IN COMPLETE FONT

A B C D E F G H I
J K L M N O P Q R
S T U V W X Y Z
& $ 1 2 3 4 5 6 7
8 9 0 . , - ' : ; ! ?

6 Point No. 54 — 21 A

STRAIGHTFORWARD APPRENTICE
NOTABLE LEGISLATORS ELECTED

6 Point No. 53 — 25 A

PROFESSIONAL ACTIVITIES CONDEMNED
STORES ENJOYED PROSPEROUS SEASON

6 Point No. 52 — 32 A

BRILLIANT ENTERTAINMENT CLOSES PAGEANTRY
MISUNDERSTANDING CAUSES SERIOUS BLUNDER

6 Point No. 51 — 37 A

WONDERFUL RESULTS SECURED BY SIMPLIFIED PROCESS
ELECTRICIANS DISCUSS NUMEROUS TOPICS OF INTEREST

CATALOGUE

RARE
MEDIEVAL PAINTINGS
AND STATUARY
IN THE HARRESON
COLLECTION

ISSUED BY
THE NATIONAL ART MUSEUM
SAN FRANCISCO
MCMXXV

FOURTH SEASON

DRAMATIC GUILD

DECEMBER
ROMEO AND JULIET
ACADEMY OF MUSIC

JANUARY
MERCHANT OF VENICE
CITY OPERA HOUSE

FEBRUARY
TIMON OF ATHENS
NOBLE THEATRE

SEASON TICKETS ARE NOW ON SALE

COPPERPLATE GOTHIC BOLD

CHARACTERS IN
COMPLETE FONT

A B C D E F G
H I J K L M N
O P Q R S T U
V W X Y Z & $
1 2 3 4 5 6 7 8
9 0 . , - ' : ; ! ?

6 Point No. 44 — 22 A

SUPERINTENDENT ENCOURAGED
MECHANIC PATENTED INVENTION

6 Point No. 43 — 25 A

PERIODICAL ILLUSTRATORS BANQUETED
BUILDS EXTENSIVE STEEL WAREHOUSES

6 Point No. 42 — 34 A

ESTABLISHED SEVENTEEN NORTHERN BRANCHES
HASTEN ARRANGEMENTS FOR INVITATION DANCE
BUSINESS THOROUGHFARE QUICKLY DECORATED

6 Point No. 41 — 37 A

MANUFACTURING BUILDER SECURES FACTORY CONTRACT
FREIGHT CONFERENCE ADJOURNS AFTER PRELIMINARIES
ARCHITECTURAL SCHOOL POSTPONES THIRD EXHIBITION

24 Point No. 50 — 6 A

EMBRACED

24 Point No. 49 — 7 A

RETRIBUTION

18 Point No. 50 — 9 A

NECROMANCER

18 Point No. 49 — 11 A

UNCOMPROMISING

12 Point No. 48 — 13 A

MYSTERIOUS SEARCH

12 Point No. 47 — 16 A

FINANCIAL ADJUSTMENTS

12 Point No. 46 — 19 A

DISTINGUISHED PHILOSOPHER

12 Point No. 45 — 24 A

BRILLIANT INSTRUCTOR RESIGNED

MR. RICHARD N. DILLINGHAM

REPRESENTING
HUNTIN BANKING COMPANY
PITTSBURGH

JOSEPH BUCHANAN JOHN SM

SLOANE & BUCHANAN

MANAGING AGENTS AND DIRECTORS FOR THE PRINCIPAL
FOREIGN AND DOMESTIC COMPANIES

CASUALTY
ACCIDENT

INSURANCE

RAILROAD
LIABILITY

BRANCH OFFICES ARE LOCATED IN ALL THE IMPORTANT CITIES OF THE COUNTRY
THE FACILITIES OF OUR ORGANIZATION ALWAYS AT YOUR DISPOSAL

9285-9289 WASHINGTON BUILDING

PITTSBURGH INDIANAPOLIS CINCINNATI

COPPERPLATE GOTHICS

TELEPHONE CONCORD 246

CAMBRIDGE, MASS. 19

IN ACCOUNT WITH

GEORGE HENDERSON COMPANY

ORNAMENTAL HARDWARE

TERMS: NET THIRTY DAYS

NINETEEN CHESTNUT STREET

BALANCE BROUGHT FORWARD

EDGAR CORSON, M.D.

CONSULTING SURGEON

OFFICE HOURS
9.00 TO 11.30 A.M.
2.00 TO 5.00 P.M.

MARCHMONT BUILDING
PITTSBURGH

SOUTHERN MINING COMPANY

DESIRES TO ANNOUNCE THAT IT HAS LATELY
OBTAINED THE SERVICES OF

HERBERT RITCHFORD

IN THE CAPACITY OF

ASSAYING CHEMIST

WITH OFFICES AT

COSMOPOLITAN FIRE INSURANCE BUILDING

NINETEENTH AND SYCAMORE STREETS

MINNEAPOLIS

COPPERPLATE GOTHICS

A DESIRABLE ALL-ROUND TYPE FAMILY
WHICH INCLUDES AN UNUSUAL RANGE OF FACES
IDEALLY ADAPTED TO PRACTICALLY
ALL GRADES OF COMMERCIAL
AND SOCIAL PRINTING



Haftel Ornament

SHOWING A FEW OF
THE MANY USES FOR THIS
STANDARD FAMILY

AMERICAN TYPE FOUNDERS
COMPANY

Light Copperplate Gothic and Light Copperplate Gothic Extended

NO SHOP IS
COMPLETE WITHOUT
THIS FAMILY

RICHARD KENSINGTON

FRAN

KENSINGTON-STO

STOCKS · BONDS ·

SAN

MERCANTILE TRUST
BUILDING

Copperplate Gothic Shaded and Light Copperplate Gothic

EDITH MARIE BRYDEN

PUBLIC STENOGRAPHER

IROQUOIS BUILDING
ATLANTIC CITY

Copperplate Gothic Shaded and Light Copperplate Gothic

MADISON DR

ANNOUNCES TH

OF AME

"MUDGE A

BY HENRY

TO BE GIVEN F

THE COM

WEDNESDAY, DEC

EMERSON

HORACE BOTHWICK

INVESTMENTS

TELEPHONE
BRUCE 1723

KNOX BUILDING
PINEGROVE CITY

Heavy Copperplate Gothic and Copperplate Gothic Italic

Light Copperplate Gothic Extended

COPPERPLATE
GOTHIC FAMILY

THIS FAMOUS TYPE FAMILY
NEEDS NO INTRODUCTION
TO ALERT TYPOGRAPHERS.
ALTHOUGH DESIGNED FOR
STATIONERY AND SOCIETY
PRINTING, IT CAN BE USED
IN PRACTICALLY ALL KINDS
OF COMMERCIAL PRINTING

ADMITTING THE BEARER AND FRIENDS TO
AN UNUSUAL EXHIBITION OF

RARE PRINTS

FROM THE PRIVATE COLLECTION
OF BARON MARKHAM

JOSIAH RUTGER INSTITUTE
WEEK OF MARCH SECOND

Heavy Copperplate Gothic and Heavy Copperplate Gothic Extended

CKBRIDGE

ERWIN HALSTEAD

KBRIDGE COMPANY

ESTMENT SECURITIES

NCISCO

BELL TELEPHONE
MARKET 9562

COMBINES
ATTRACTIVENESS
WITH UTILITY

POCKET CAMERAS

SUPER LENSES

PRESTO CAMERA COMPANY

MANUFACTURERS AND IMPORTERS OF
EQUIPMENT FOR PICTURE MAKING
246 FAIRMOUNT AVENUE
NORTH NEWBURGH

INTRODUCING
HARRY SEAMAN

Heavy and Light Copperplate Gothic Condensed

MATIC SOCIETY

HIRD OF A SERIES

AN PLAYS

NDERSON"

BROW MABIE

THE BENEFIT OF

NITY CLUB

MBER EIGHTEENTH

UDITORIUM

LUNCHEON

TENDERED TO

MISS IRENE CAMERON

BY HER ASSOCIATES IN

THE ACCOUNTING DEPARTMENT

OF THE

JOHNSTON-CORNISH
COMPANY

HOTEL MASSACHUSETTS

TURDAY, OCTOBER TWENTIETH

ONE-THIRTY O'CLOCK

Light Copperplate Gothic Condensed

HOTEL CHESTERFIELD

VIRGINIA BEACH

FACING THE OCEAN

CAFETERIA RESTAURANT

Heavy Copperplate Gothic Haftel Ornament

COPPERPLATE GOTHICS

TELEPHONE CENTRE 463 SHOWROOMS IN CHICAGO

FRENCH POTTERY COMPANY

MANUFACTURERS AND DESIGNERS OF
POTTERY FOR DECORATIVE PURPOSES
EUSTON, OHIO

THE KENSINGTON PLAYERS PRESENT

HUMORESQUE

A PLAY IN FIVE ACTS

NOVEMBER ELEVENTH AND TWELFTH
IRVINGTON OPERA HOUSE

TWO DOLLARS EIGHT O'CLOCK

ANNOUNCING THE APPOINTMENT OF

THE HOUSTON COMPANY

AS OUR EXCLUSIVE SUSSEX COUNTY
REPRESENTATIVE FOR THE

JOHNSTON SUPER EIGHT

THE SENSATION OF THE FEBRUARY
AUTOMOBILE SHOW

JOHNSTON MOTOR CAR COMPANY

REGENT SQUARE, NEW YORK

Light Copperplate Gothic and Caslon Openface Title Haftel Ornament

This insert is printed on PRIMROSE CANFOLD. Basis 20x26–60 lbs.
Made by MARTIN CANTINE COMPANY, Saugerties, N. Y.

OFFICERS

GEORGE PARSONS
PRESIDENT

ERIC BIRDLEIGH
VICE-PRESIDENT

JOHN LOWE
CASHIER

—

DIRECTORS

J. M. DAY
ROBERT KLEINERT
W. LIGHTER
RALPH KENDALL
BRIAN REID

CAPITAL
$2,587,000

MEMBER FEDERAL
RESERVE SYSTEM

THE CENTRAL NATIONAL BANK OF BRIDGEPORT

BUSINESS MEN AND CORPORATIONS HAVING ANY FUNDS WHICH THEY ARE NOT YET READY TO USE IN GREATER BUSINESS ARE INVITED TO CONSIDER THE ADVISABILITY OF DEPOSITING THEM WITH US IN AN INTEREST BEARING CHECKING ACCOUNT OR EXCHANGE THEM FOR CERTIFICATES OF DEPOSIT WHICH WILL BEAR INTEREST AT THE HIGHER RATE

WE ARE THEREFORE IN THE POSITION TO PRESENT SPECIAL OPPORTUNITIES FOR THE EMPLOYING OF FUNDS IN LONG AND SHORT TERM INVESTMENTS

BRAIDFORD AVENUE AT MORGAN STREET

DIRECTLY OPPOSITE THE UNION DEPOT

SOUTH BRIDGEPORT, PENNSYLVANIA

BEREUX TOILET PREPARATIONS

SOME PEOPLE HAVE THE ASTOUNDING FACULTY OF KEEPING COOL AND ALSO IMMACULATE IN SUMMER. WITH MANY IT IS DUE TO BEREUX TOILET ARTICLES SUCH AS PERFUMED SOAP, FINE FACE POWDER, RICH PERFUMES, FACE CREAMS, LOTIONS AND MANY MORE OF THEIR WORLD KNOWN DELICATE PREPARATIONS

THE NAME BEREUX IS A GUARANTEE OF QUALITY AND TRUE SATISFACTION

HUGO BEREUX COMPANY

IMPORTERS AND MANUFACTURERS

NEW YORK PARIS LONDON

CENTURY CLUB

HOTEL NESTOR

MENU

OYSTER COCKTAIL

CONSOMME EN TASSE

CUCUMBERS *OLIVES* *RADISHES*

FRESH CRAB MEAT

BROILED SPRING CHICKEN
CURRANT JELLY

BAKED POTATOES *CORN ON COB*

ASPARAGUS TIPS

FRUIT ICES *FRENCH PASTRY*

DEMI TASSE

COPPERPLATE GOTHIC SHADED

PATENTED DEC. 8, 1914 REGISTERED NO. 627,273

36 Point 4 A

BURN

30 Point 5 A

DANCE

24 Point No. 90 6 A

SECTOR

24 Point No. 89 7 A

MUSICIAN

18 Point No. 89 9 A

INFORMING

18 Point No. 88 11 A

SUBTERFUGE

12 Point No. 87 13 A

FAMOUS MANOR

12 Point No. 86 17 A

GROUP INSURANCE

12 Point No. 85 21 A

PRINTING EXHIBITIONS

12 Point No. 84 24 A

REWARDING MAINE HUNTER

6 Point No. 83 27 A

MICHIGAN BANKERS BANQUETED
PREDICTED BEAUTIFUL WEATHER

6 Point No. 82 31 A

LARGE RADIO BROADCASTING STATION
GRECIAN DANCERS DELIGHT AUDIENCE

6 Point No. 81 38 A

SPECIAL EXCURSION RATES FOR DELEGATES
REMARKABLE FRENCH PAINTINGS EXHIBITED

CHARACTERS IN COMPLETE FONT

A B C D E F G
H I J K L M N
O P Q R S T
U V W X Y Z
& $ 1 2 3 4
5 6 7 8 9 0
. , - ' " : ; ! ?

The following overhanging characters are supplied with fonts in all sizes from 12 to 36 Point

A F L P T V W Y

STUDIES

IN DRAWING, COMPOSITION
ILLUSTRATION AND
PAINTING

B

STILL LIFE, ANTIQUE AND
PERSPECTIVE

CONDUCTED BY

FLORENCE BURLESON

DEAN STUDIO BUILDING
CINCINNATI

ANTIQUE ORNAMENT

GRAND RECEPTION

GIVEN ON THE OCCASION OF THE THIRD ANNIVERSARY
BY THE ALUMNI SOCIETY AND THE
PUPILS OF THE

BARTON TECHNICAL SCHOOL

GRAND BALLROOM OF HOTEL BURKE
CHESTER BOULEVARD

TUESDAY EVENING, MARCH EIGHTEENTH
NINETEEN HUND

INFORMAL

FLORENCE BRANFORD
ELOCUTIONIST

94 ASTOR PLACE

ELMWOOD STUDIO
NEW YORK

NINTH ANNUAL

BANQUET

OF THE OFFICERS AND
MEMBERS OF

THE DEAN MUSIC SOCIETY

HAMPTON, VIRGINIA



CRESCENT GARDENS
JUNE SIXTH

PROFESSOR LOUIS MERIDITH
TOASTMASTER

HAFTEL ORNAMENT

MRS. MAY HEARN

REQUESTS THE HONOR OF
YOUR COMPANY AT A

BIRTHDAY PARTY

IN HONOR OF HER DAUGHTER

LOUISE

AT HER RESIDENCE
27 VINE COURT

FRIDAY AFTERNOON, MAY FIRST
AT THREE O'CLOCK

EIGHT YEARS OLD

Engravers Shaded

18 Point No. 1 — 6 A

MODISH

18 Point No. 2 — 7 A

EXPORTS

12 Point No. 1 — 10 A

REGILDING

12 Point No. 2 — 12 A

DESIGNS GIFT
RIGHT BONDS

12 Point No. 3 — 16 A

QUIET NEIGHBOR
INFORMED GUIDE

6 Point No. 1 — 18 A

HANDSOME DESIGNER
BRIGHT SPRING MORN

6 Point No. 2 — 21 A

STUDENT MERITS DIPLOMA
KNOWLEDGE GIVES POWER

6 Point No. 3 — 25 A

COMPLIMENT GREAT LECTURER
FINANCE TYPOGRAPHY COURSE

Characters in Complete Font

A B C D E F G
H I J K L M N
O P Q R S T U
V W X Y Z & $
1 2 3 4 5 6 7 8 9 0
. , - ' : ; ! ?

The following overhanging characters are supplied with each font

A F L P T V W Y

MISS ELINORE HICKSON

42 HUNEKER PLACE

YOURSELF AND FRIENDS ARE CORDIALLY INVITED

TO BE PRESENT AT THE

ANNIVERSARY DINNER

GIVEN BY THE

BINGHAMPTON LITERARY SOCIETY

EMERSON AUDITORIUM

MONDAY EVENING, JUNE TENTH

AT FIVE-THIRTY O'CLOCK

R. S. V. P.

Title Shaded Litho

CHARACTERS IN COMPLETE FONT

A B C D
E F G H
I J K L
M N O P
Q R S T
U V W X
Y Z & $
1 2 3 4 5
6 7 8 9 0
. , - ' : ; ! ?

24 Point No. 2 — 3 A

NORTH

24 Point No. 1 — 4 A

MUSKET

18 Point — 6 A

KINGDOMS

12 Point No. 3 — 7 A

FINE PRINTER

12 Point No. 2 — 12 A

EMINENT DESIGNERS

12 Point No. 1 — 15 A

DISTINGUISHED MEMBERS

6 Point No. 2 — 16 A

PRODUCING HANDSOME BROCHURES
DEMANDS IMMEDIATE RECOGNITION

6 Point No. 1 — 20 A

CELEBRATED TYPOGRAPHER ENTHUSIASTIC
MODERN ACCESSORIES INCREASED INTEREST

LORENARD COUNTRY CLUB

NORTH DECATUR, ILLINOIS

THE ENTERTAINMENT COMMITTEE TAKES GREAT
PLEASURE IN ANNOUNCING THE

MERIDEN SYMPHONY ORCHESTRA

FRIDAY, JANUARY SIXTEENTH

MOUNTBANK ARMORY

FRANCIS NORTH, VIOLINIST
EDITH COLE, HARPIST

CARRIAGES AT ELEVEN

LITHOGRAPH SHADED

18 Point No. 8 — 6 A

STATISTIC

18 Point No. 7 — 7 A

EXPANDING

12 Point No. 6 — 10 A

PERSONALITY

12 Point No. 5 — 12 A

QUAINT CONCERT
SATISFIED FOLKS

12 Point No. 4 — 16 A

RAPID CALCULATIONS
IMPORTANT MESSAGE

6 Point No. 3 — 18 A

MAGNIFIES HUNDRED TIMES
SECURED UNIQUE PROGRAM

6 Point No. 2 — 21 A

PLEASING MOTION PICTURE PLAY
YOUNG CHILDREN ATTEND CIRCUS

6 Point No. 1 — 25 A

SCHOOL INSTRUCTOR RECEIVES MEDAL
PROFESSIONAL BASEBALL TEAMS MEET

CHARACTERS IN COMPLETE FONT

A B C D E F G H I J K L M N O P Q R S T U
V W X Y Z & $ 1 2 3 4 5 6 7 8 9 0 . , - ' : ; ! ?

The following overhanging characters are supplied with each font

A F L P T V W Y

AMERICAN
TYPE FOUNDERS
COMPANY

LOUISE MAY BURKE

MILLINER

25 JAY AVENUE
BOSTON

THE INDUSTRIAL ART SOCIETY

OF PHILADELPHIA

CORDIALLY INVITES YOU AND YOUR FRIENDS TO BE

PRESENT AT ITS TWENTY-SEVENTH

ANNIVERSARY DINNER-DANCE

HASBROOK AUDITORIUM

SATURDAY EVENING, OCTOBER THIRTEENTH

AT HALF AFTER EIGHT

EXCELLENT MUSIC

DANCING AT TEN

STEELPLATE GOTHIC SHADED

12 Point No. 71 23 A

MANY INTERESTING PAPERS EXHIBITED BENEFITING MAYOR

6 Point No. 74 28 A

DISTINGUISHED BANKER PRAISES CLERICAL HELP FOR THEIR PROFICIENCY

6 Point No. 73 32 A

RECOVERS FRENCH PICTURES DURING THE RECENT DISPLAY BY PROMINENT CONNOISSEUR

12 Point No. 74 14 A

DENOUNCED RANCOROUS

12 Point No. 73 17 A

MISDEMEANOR HARPSICHORD

12 Point No. 72 19 A

SUPERABUNDANT KNICKERBOCKER

24 Point No. 72 6 A

BANKS HEDGE

24 Point No. 71 8 A

EMBARK SECOND

18 Point No. 72 9 A

NOMADIC KINGDOM

18 Point No. 71 11 A

RESIDENCE DIRECTORS

CHARACTERS IN COMPLETE FONT

A B C D E F G H I J K L M

N O P Q R S T U V W X Y Z

& $ 1 2 3 4 5 6 7 8 9 0

. , - ' : ; ! ?

THE NATIONAL ACCOUNTANT

OF NEW YORK

THE LEADING PERIODICAL IN ITS FIELD

ANNOUNCES THE APPOINTMENT OF

MR. ALEXANDER JACKSON

AS THE EDITOR-IN-CHIEF

WITH OFFICES AT 175 PARK LANE

EFFECTIVE

JANUARY FIRST

ENGRAVERS ROMAN SHADED

36 Point 3 A

MEND

24 Point 4 A

CHROME

18 Point No. 52 7 A

REQUIRING NUMBERED

18 Point No. 51 9 A

INSURE HOMES BINDS EDITION

12 Point No. 55 10 A

KINGDOM UNITED SECURE DECISION

12 Point No. 54 12 A

NOTED MUSIC STORE SPANISH PROVERBS

12 Point No. 53 13 A

FOUND HISTORIC RELIC HANDSOME BROCHURE

12 Point No. 52 14 A

MOUNTED POLICE SQUAD NOTED ENGLISH PRINTER

12 Point No. 51 15 A

INCREASE CLOTH PRODUCTION REQUESTING DIGNIFIED TYPES

6 Point No. 51 16 A

MODERNIZED SUBMARINES EXHIBITED COUNTERSIGNING NUMEROUS ORDERS

CHARACTERS IN COMPLETE FONT

A B C Ć D E F
G H I J K L M
N O P Q R S T
U V W X Y Z &
$ 1 2 3 4 5 6 7
8 9 0 . , - ' : ; ! ?

The following overhanging characters are supplied with each font

A V W Y

THE SOCIETY
FOR
MEDICAL RESEARCH
REQUESTS
THE HONOR OF YOUR
PRESENCE AT
THE FALL MEETING
OCTOBER TWELFTH
AT ITS ROOMS
STANHOPE BUILDING

BY ORDER OF THE
PRESIDENT

ENGRAVERS BOLD

CHARACTERS IN COMPLETE FONT

A B C D E F G
H I J K L M N
O P Q R S T U
V W X Y Z & $
1 2 3 4 5 6 7 8 9 0
. , - ' : ; ! ?

The following overhanging characters are supplied with each font except 6 Point Nos. 1 and 2

A F P T V W Y

READINGS
FROM
DICKENS

By ALICE N. REID
ELOCUTIONIST

MISS REID HAS BEEN DELIGHTING LARGE AUDIENCES FOR THE PAST FOUR SEASONS AND THE PEOPLE OF MERIDEN ARE VERY FORTUNATE IN THIS ENGAGEMENT

WEDNESDAY EVENING
JUNE TENTH

AT THE
BIRGEN AUDITORIUM
SOUTH BURLING STREET
MERIDEN

36 Point 3 A
SUM

30 Point 4 A
KING

24 Point 5 A
MIRTH

18 Point No. 2 7 A
ESTATES

18 Point No. 1 8 A
DISHONOR

12 Point No. 3 10 A
BOLD MINER

12 Point No. 2 12 A
IDEAL FRIENDS
MODERN PRICE

12 Point No. 1 17 A
PROMINENT DRIVER
MODERN PURCHASE

6 Point No. 5 16 A
DISTINGUISHED PAINTER
KNIGHT PROCURES HOME

6 Point No. 4 20 A
ARCHITECTURAL SUPERVISORS
REPRODUCED FAMOUS MASTER

6 Point No. 3 27 A
AMERICAN CONTRACTORS INSTRUCTED
REMARKABLE SPECIMEN COLLECTIONS

6 Point No. 2 30 A
MANY BRIGHT PRINTERS MOVING NORTHWARD
INSTRUCTORS PRESENT VEXATIOUS PROBLEMS

6 Point No. 1 34 A
SEVERAL MAGNIFICENT SCENES INSPIRED DESIGNER
ENTERTAINERS DEMANDED INSURANCE PROTECTION
SOME ROMANTIC ESCAPADES RECENTLY DISCLOSED

24 Point 8 A 16 a

MASQUERADING
Exquisite Harmony

18 Point 12 A 22 a

IMPROVE BROCHURE
Finish Original Specimen

14 Point 16 A 32 a

MERITORIOUS CHARACTER
Recognizing Distinctive Qualities

12 Point 18 A 36 a

UNIQUE CREATION PRODUCED
Elicits Several Favorable Comments

10 Point 20 A 40 a

LIBRARY TRUSTEES HEAR REPORT
Card Holders Receiving Splendid Service

8 Point 23 A 44 a

BANKERS REMAIN HIGHLY OPTIMISTIC
Monthly Statement Shows General Prosperity

6 Point 24 A 47 a

NUMEROUS SCHOOL CHILDREN ENTERTAINED
Commercial Teacher Served Luncheon on the Campus

Characters in Complete Font

A B C D E F
G H I J K L
M N O P Q R
S T U V W X
Y Z & $ 1 2 3
4 5 6 7 8 9 0
a b c d e f g h
i j k l m n o p
q r s t u v w x
y z ff fi fl ffi ffl
. , - ‘ ’ : ; ! ?

Phone 1406

MISS ELINOR SMITH
Manicuring

26 Temple Court Boston, Mass.

Notable Embroidery Exhibition

Annual Display of Domestic Needlework
from the showrooms of the

Swiss Manufacturing Company

Commercial Auditorium, Southern Boulevard
Middletown, Connecticut

During the week beginning Monday, June Sixth

An excellent opportunity to view a fine assortment of
Renaissance Laces

Telephone Intervale 641

EDWARD SIMPSON MORTON

Importer and Collector of Antiques

Statuary Jewelry
Rugs Vases

Cable Address
Morston, N. Y.

385 Westchester Avenue
NEW YORK CITY



Phelps & Reynol

Cut Flowers · Plants · Trees · Shrubs

1349 Wadsworth Avenue East
Sacramento

Announce

A new organization now operating greenhouses and nurseries for the production of choice flowers, trees, shrubs and bushes. The manager will strive to give a most complete service for all occasions from their branches and from the showroom

Mr. Phelps for the past fifteen years has been general manager for Harlington & Company

VOCATIONAL CAMEO

Bertrand Houghton

Dramatic Artist

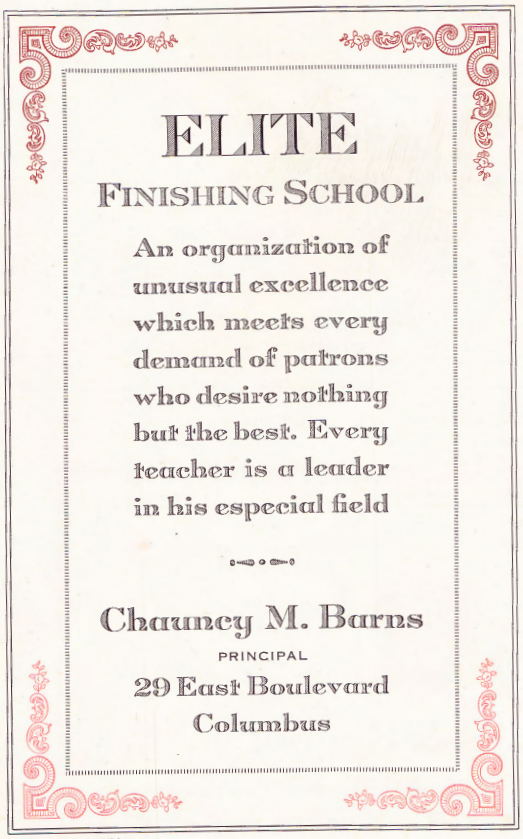
Higby
Building

Rochester

VIRKOTYPE COMBINATION MONOGRAM

Invitation Shaded

PATENTED MAY 9, 1916 REGISTERED NO. 655,642



CHIC DECORATORS

24 Point 6 A 10 a

BURNISHING
Inspired Singer

18 Point 9 A 18 a

SPRING MODELS
Enchanting Damsel

14 Point 13 A 25 a

HANDSOME LIBRARY
Quickly Impressed Ladies

12 Point 15 A 30 a

DANCING INSTRUCTORS
Lessons Given Each Monday

10 Point 16 A 32 a

SOCIETY MAIDENS ELOPED
Purely Unsophisticated Gambol

Characters in Complete Font

A B C D E F G H I J K L M
N O P Q R S T U V W X Y
Z & $ 1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l m n o p q
r s t u v w x y z ff fi fl ffi ffl o'c
. , - ‘ ’ : ; ! ?

Character o'c made only in sizes from 10 to 18 Point

Montgomery &

Wholesale Confec

Desire to notify their customers and the trade in general that they have appointed

Mr. Hurbert Bryce

General Sales Manager

The reputation of Mr. Bryce as an expert in his line is so well established that we feel his selection will meet the approval of all our patrons



Earl Sandringham Hotel

Invitation Matinee Dansant

Given for the benefit of the

Mount Pleasant Dispensary

Saturday, October Eighteenth

Mandarin Ballroom

Two Dollars

Three to six o'clock

HAFTEL ORNAMENT

The Officers and Directors of

The Santa Barbara National Bank

request the honor of your presence at

the opening of its new

Fireproof Safety Deposit Vaults

Saturday, the third day of July

from one-thirty to four-thirty o'clock

Knickerbocker Plaza

24 Point 4 A 11 a

Beautiful Parks

18 Point 6 A 18 a

Recently Established

14 Point 9 A 28 a

Given Delightful Surprise
Honorable Mention

12 Point 11 A 31 a

Entertains Celebrated Violinist
Requests Introduction

10 Point 11 A 34 a

Diplomatic Methods Solve Problem
Noteworthy Achievement

8 Point 14 A 40 a

Popular Artist Displays Masterpiece
Valuable Information Concerning Exhibition
Artistic Paintings Recognized

Characters in Complete Font

A B C D E F G H I
J K L M N O P Q R
S T U V W X Y Z &
$ 1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k
l m n o p q r s t u
v w x y z ff fi fl ffi ffl ct
. , - ' : ; ! ?

Character ct made only in sizes from 8 to 18 Point

Betrothed

Marjorie Eleanor Baskerville

and

Raymond Henderson

A most cordial invitation is extended to yourself
and friends to attend our

Mid-Season Fashion Promenade

presenting the originations of our own designers and
those creations produced exclusively for us
by the best Parisian modistes

Wednesday, November the twenty-sixth
in the afternoon

Baron-Taylor Company

Inland Copperplate

Characters in Complete Font

A B C D E F G H I
J K L M N O P Q R
S T U V W X Y Z &
$ 1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l
m n o p q r s t u v w
x y z o'c . , - ' : ; ! ?

The Elite Club

extends to yourself
and family an invitation
to their annual

Theatre Party

to witness the comedy

"Nobody"

Friday, May the eleventh
Royal Opera House
New York

Tickets reserved for members

36 Point 3 A 7 a

Multiple
Right Ideal

30 Point 4 A 8 a

Delightful
Hotel Styles

24 Point 5 A 9 a

Simplicity
Useful Article

18 Point 6 A 16 a

Photographer
Grateful Students

14 Point 9 A 26 a

Country Residence
Beautiful Winter Resorts

12 Point 10 A 30 a

Merchants Prospered
Praised Contributing Editor
Effective Medium

10 Point 11 A 35 a

Foreign Artist Welcomed
Exhibited Remarkable Collection
Completed Galleries

8 Point 13 A 38 a

Melodious Selection Rendered
Many Society People Attended Concert
Director Complimented

Wedding Text

48 Point 4 A 10 a

Important

42 Point 4 A 11 a

Quiet Parks

36 Point 4 A 13 a

Very Brightly

30 Point 5 A 15 a

Sculptor Helped

24 Point No. 1 6 A 18 a

Appreciation
Distinctive Portrait

24 Point No. 2 7 A 19 a

Reliable Methods
Noted Lawyer Elected

18 Point No. 1 9 A 30 a

Proposed Library
Valuable Records Intact

18 Point No. 2 10 A 30 a

Fitting Memorial
Erecting Beautiful Statues

14 Point 13 A 40 a

Receive Unique Design
Talented Decorators Gratified

12 Point 12 A 45 a

Quaint Paintings
Enthusiastic Art Critic
Magnificent

10 Point 15 A 50 a

Cordial Reception
Most Graceful Dancer
Entertainment

8 Point 16 A 54 a

Awarded Scholarships
Holding Impressive Ceremony
Made Valedictorian

6 Point 18 A 60 a

Distinguished Personality
Congenial Representative Secured
Inspiring Confidence

Characters in Complete Font

A B C D E F G H H
I J K L M N O P Q
R S T U V W X Y Z
& $ 1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l m
n o p q r s t u v w x y z
ꝏ ꝛ o'r ſt th . , - ' : ; ! ?

Character o'r made only in sizes from 6 to 18 Point

Mme. Lucille

extends a most cordial invitation to
you to inspect a complete
assortment of

Beautiful Gowns

designed by popular
modistes

Tuesday, October Eighth

Kenilworth Parkway
Sayerville

Mr. and Mrs. Reginald Harrison

announce the marriage of their daughter

Evelyn Ruth

to

Mr. George Shanley

on the afternoon of Tuesday, the sixth of May

at four-thirty o'clock

Central Presbyterian Church

Clayton, Ohio

At Home

after June the fifteenth

The pleasure of your company is requested at a

Graduation Dinner

in honor of

Miss Sarah Helen Rothenberg

on the evening of Wednesday, the tenth of February

at half after six o'clock

Palm Garden, Hotel Martinique

Wedding Text Shaded

PATENTED APRIL 9, 1918 REGISTERED NO. 660,445

36 Point 4 A 10 a

Bible Study

30 Point 5 A 12 a

Newest Design

24 Point No. 1 6 A 14 a

Pretty Decoration

24 Point No. 2 7 A 16 a

New Periodical

Exquisite Necklaces

18 Point No. 1 9 A 26 a

Finest Stationery

Sacred Concert Today

18 Point No. 2 10 A 28 a

Memorial Unveiled

Hymn and Song Review

14 Point 12 A 34 a

Twentieth Anniversary

Elementary School Teachers

12 Point 13 A 39 a

Piano and Organ Recital

Winter Theatre Parties Enjoyed

10 Point 15 A 43 a

Board of Directors to Resign

Rotary Club Holding Social Dance

8 Point 17 A 48 a

Gigantic French Ocean Steamship

Utility Corporation to Declare Dibidends

Characters in Complete Font

A B C D E F G H I

J K L M N O P Q R

S T U V W X Y Z &

$ 1 2 3 4 5 6 7 8 9 0

a b c d e f g h i j k l m

n o p q r s t u v w x y z o'c

- , – ' : ; ! ?

Character o'c made only in sizes from 8 to 18 Point

Mr. Henry Pendleton

Formerly of Brown & Pendleton

takes pleasure in

announcing to the jewelry trade

that he has

recently accepted a position

as manager of the

Eastern Jewelry Corporation

Eastern Boulevard

Uniontown

Mr. and Mrs. Edgar T. Harrington

request the honor of your presence

at the wedding breakfast of their daughter

Margaret Louise

and

Mr. Herbert Stuyvesant

on the morning of Tuesday, the twentieth of June

at half after eleven o'clock

Four hundred and six Lincoln Avenue

Ridgefield Park

Mr. and Mrs. Herbert Stuyvesant

will be at home

Wednesday, the twenty-eighth of June

from four to six o'clock

Broadcliff Mountain Cottage

Richmond Hill

Shaw Text

48 Point 4 A 8 a

Repudiated

36 Point 4 A 11 a

Decides Position

30 Point 5 A 14 a

Enlivening Crowds

24 Point 5 A 16 a

Geographic Study
Practical Development

Characters in Complete Font

A B C D E F G
H I J K L M N
O P Q R S T U V
W X Y Z & $ 1 2
3 4 5 6 7 8 9 0
a b c d e f g h i
j k l m n o p q r
s t u v w x y z o'c
. , - ' : ; ! ?

Character o'c made only in sizes from 8 to 18 Point

18 Point 8 A 25 a

Ardent Support
Begins New Method

12 Point 15 A 45 a

Possessed Originality
Reliable Business Policies
Artistic Designing

10 Point 16 A 50 a

Excitement Subsiding
Delivered Forceful Lecture
Generous Rewards

14 Point 13 A 38 a

Produce Fine Printing
Obtaining Desirable Results

8 Point No. 1 18 A 54 a

Used Appropriate Type Faces
Satisfied Customer Repeats Order
Extraordinary Performance

8 Point No. 2 22 A 65 a

Great Demonstrations Everywhere
Many Celebrated People Arriving Daily
Entertain Distinguished Guest

Permit us to extend the personal services and courtesy of

Miss Elsie May Bosworth

Special Designer of

The Ladies' Apparel Department

who will assist you and afford you every consideration
in the selection of your hats and gowns

Rodman Company

Please present this card

Specimens of Business and Society Printing

Invitations and cards composed in

Invitation Series · Shaw Text · Wedding Text

Card Bodoni · Engravers Old English

Engravers Old English Open

These faces are among the most popular designs
used on this class of printing

American Type Founders
Company

At home to all printers and others interested in
visiting the central plant at
Three Hundred Communipaw Avenue
Jersey City

Creator of
Distinctive
Type Designs

Set in Invitation Series

Mr. and Mrs. Wyndham Kingsland

request the honor of your presence at the

marriage of their daughter

Elizabeth

to

Mr. Ralph Wainwright

on the afternoon of Thursday, the twentieth of April

at four o'clock

at the Second Baptist Church

Newburg, Delaware

Set in Wedding Text

Special Easte

will b

Church of Saint

Spring W

Sunday, Ma

at half a

Rev. John Bertle, Pastor

Miss Evelyn Fairchild

Set in Wedding Text

The Metropolitan Club

of Philadelphia

invites you to be present at the

Spring Musical Carnival

in honor of the Twelfth Anniversary

of the founding of the Club

on Saturday, the twenty-seventh of March

at eight o'clock

Jackson Square Auditorium

Highland Boulevard

Set in Shaw Text

urning Service

at the

on the Evangelist

New York

wenty-ninth

n o'clock

Set in Engravers Old English Open

Mr. Richard Huntington

University Club

Set in Shaw Text

THE OFFICERS AND DIRECTORS DESIRE TO ANNOUNCE THE

REMOVAL OF THE BANKING OFFICES OF THE

BERKSHIRE COUNTY NATIONAL BANK

TO THEIR NEW BUILDING LOCATED AT

NORTH CLINTON AND SEVENTH STREETS

MANCHESTER

MARCH SIXTEENTH

JEROME S. BURBANK
SECRETARY

Set in Card Bodoni

Wellington Richard Southgate

Counselor In All Matters That Pertain To The Law

This the briefest of briefs deponeth that the one Wellington Richard Southgate, formerly with Auth & Wills of this city, whose practice consisted of many complicated legal problems, both civil and criminal, is now engaged, personally, in the practice and pursuit of the law, with offices in the Menley Building, where he will be pleased to welcome his clients and friends of which he trusts the one is synonymous with the other as the occasion ariseth or necessity demandeth

South Mountain Avenue Corner Reynolds Highway
Menley Building · West Coopertown Heights

Set in Engravers Old English

MISSAL INITIALS

This insert is printed on SOCIETY WEDDING, ANTIQUE FINISH. Basis 22x34—56 lbs.
Made by CROCKER-MCELWAIN COMPANY, Holyoke, Mass.
Made only in White. Also furnished in Plate and Linen Finishes. Sub. 24 and 28

BRANDON SERIES

CHARACTERS IN COMPLETE FONT

A B C D E F G
H I J K L M N
O P Q R S T U
V W X Y Z &
$ 1 2 3 4 5 6 7
8 9 0 . , - ' : ; ! ?

No figures made for 6 Point No. 0

COPPERPLATE ROMAN

12 Point No. 555 17 A

FOREIGN MUSICIANS
EXPLOITING EUROPE

12 Point No. 554 16 A

NEPONSIT COUNTRY CLUB
STOCK EXCHANGE CLOSED

6 Point No. 551 24 A

MAINE NATIONAL GUARD REGIMENTS
INTRODUCING NOVEL OFFICE SYSTEM

6 Point No. 552 28 A

COUNSEL DEMANDING THOROUGH RESEARCH
PRESIDENT NAMED JAPANESE AMBASSADOR

6 Point No. 553 31 A

EMINENT SCULPTOR COMPLETES MEMORIAL STATUE
SOUTHERN AMUSEMENT COLONIES ATTRACT CROWDS

CHARACTERS IN COMPLETE FONT

A B C D E F G H I
J K L M N O P Q R
S T U V W X Y Z &
$ 1 2 3 4 5 6 7 8 9 0
Q R S T . , - '

24 Point 6 A

HUNTER

18 Point No. 2 8 A

DECOROUS

18 Point No. 1 9 A

INQUISITION
PROSPECTUS

12 Point No. 4 12 A

REMINISCENCE
ENTERPRISING

12 Point No. 3 14 A

HUGE MONUMENT
RETURNED PRIZE

12 Point No. 2 18 A

NOTED MUSIC SOCIETY
BRITISH OCEAN LINER

12 Point No. 1 21 A

MOTION PICTURE STUDIOS
TYPE DESIGNS IMPROVED

6 Point No. 3 18 A

HONORED MARINE REGIMENTS
PRAISE INGENIOUS MECHANIC

6 Point No. 2 22 A

EASTERN COLLEGE HEADS CONVENE
INTERESTING SUBJECTS DISCUSSED

6 Point No. 1 26 A

LARGE FRENCH CRUISER ENTERED HARBOR
DEVISED CREDIT SYSTEM FOR MERCHANTS

6 Point No. 0 36 A

MANY SENATORS ATTEND MEMORIAL DAY EXERCISES
HUMOROUS COMEDIANS DELIGHT MIRTHFUL CHILDREN

BLAIR SERIES

24 Point No. 2 5 A

NICHE

24 Point No. 1 6 A

URBAN

18 Point No. 2 8 A

SQUIRM

18 Point No. 1 9 A

REPENTS

12 Point No. 4 11 A

MORTGAGE
BIG SIPHON

12 Point No. 3 14 A

INSPIRED HIM
HIDES CHECK

12 Point No. 2 16 A

PRINTING TRUE
MOSAIC DESIGN

12 Point No. 1 18 A

RAMBLING NOMAD
HELPED CAPTIVES

6 Point No. 4 16 A

MODERN ORCHESTRA
SHIP FOLDERS QUICK

6 Point No. 3 19 A

EXPERIENCED WORKERS
BUILD SUBURBAN SHOP

6 Point No. 2 23 A

PRUDENT ADVERTISERS SAVE
RARE DRAWING GIVEN WRITER
QUAINT FURNITURE EXHIBITS

6 Point No. 1 29 A

NEAT TYPOGRAPHIC SPECIMEN BOOK
CANADIAN CRAFTSMEN BANQUETING
IDAHO SENATOR DELIVERED ORATION

CHARACTERS IN COMPLETE FONT

A B C D E F G
H I J K L M N O
P Q R S T U V
W X Y Z & $ 1 2
3 4 5 6 7 8 9 0
. , - ' : ; ! ?

6 Point No. 0 carried in stock only at Foundry

CONDENSED BLAIR

24 Point No. 2 9 A

ENDING

24 Point No. 1 11 A

MORTISE

18 Point No. 2 14 A

BRUSHED

18 Point No. 1 16 A

HYSTERICS

12 Point No. 4 19 A

PRONOUNCED

12 Point No. 3 22 A

GRECIAN PRINCE

12 Point No. 2 27 A

HISTORIC VOLUMES
STEAMSHIP FRANCE

12 Point No. 1 33 A

INDIAN GUIDE SECURED
GRAPHIC ARTS SOCIETY

6 Point No. 4 30 A

EXCLUSIVE AMERICAN TYPES
SOUVENIR BOOKLET BOUGHT

6 Point No. 3 34 A

INTERESTING SPECIMEN SHOWN
DANISH UNIVERSITY DESTROYED

6 Point No. 2 40 A

INTRODUCED HARMONIOUS OVERTURE
ORIGINAL PAINTINGS ON EXHIBITION

6 Point No. 1 48 A

KINDERGARTEN CHILDREN ENJOYED PICNICS
CALIFORNIA PUBLISHER SECURED CONTRACT

CHARACTERS IN COMPLETE FONT

A B C D E
F G H I J K
L M N O P
Q R S T U
V W X Y Z
& $ 1 2 3 4
5 6 7 8 9 0
. , - ' : ; ! ?

MERCANTILE SERIES

FOURTH ANNUAL

SURPRISE DANCE

OF THE

ROXBURY CLUB

ON WEDNESDAY EVENING

APRIL SIXTH

••

METROPOLIS THEATRE AND CASINO

NORTH LOMBARD STREET

CARD MERCANTILE

12 Point No. 7 — 10 A

RICH SALESMAN

6 Point No. 3 — 17 A

BARONIAL CLUB
TIME HANDICAP
HEROIC MARINE

12 Point No. 6 — 13 A

BLUNDER
EULOGIZE

6 Point No. 12 — 22 A

SERIOUS QUESTIONS
PERPETUAL SPRING
UNIFORM DOCTRINE

12 Point No. 5 — 16 A

UNDERBRUSH
MANIFESTING

6 Point No. 11 — 30 A

NEIGHBORING COMMUNITY
PRACTICAL BUSINESS IDEA
HAD RIDICULOUS OPINIONS
ENCOURAGING STATEMENT

6 Point No. 4 — 16 A

DIGNIFIED MIEN
SIMPLE PROCESS
HISTORIC PLACE

18, 24 and 30 Point carried in stock only at Foundry

CHARACTERS IN COMPLETE FONT

A B C D E F G H
I J K L M N O P
Q R S T U V W X
Y Z & $ 1 2 3 4 5 6
7 8 9 0 . , - ' : ; ! ?

18 Point No. 29 — 10 A

RECONDITE

18 Point No. 28 — 13 A

BLUSTERING

12 Point No. 27 — 12 A

HENCEFORTH

12 Point No. 26 — 15 A

MINOR OFFICER

12 Point No. 25 — 18 A

BOROUGHS UNITED
DIRECT SELECTION

12 Point No. 24 — 18 A

PROMINENT AUTHORITY
EXTRAORDINARY RULES

6 Point No. 23 — 21 A

NEW ELECTRICAL MAGAZINE
INCREASED CUSTOM BUDGET

6 Point No. 22 — 26 A

DELEGATION INSTRUCTS CHAIRMAN
SELECT FINANCIAL ADMINISTRATOR

6 Point No. 21 — 35 A

RAILROADS AND STEAMBOATS HANDLE THRONGS
PEOPLE FLOCKING TO MOUNTAIN AND SEASHORE

CHARACTERS IN COMPLETE FONT

A B C D E F
G H I J K L
M N O P Q R
S T U V W X
Y Z & $ 1 2 3
4 5 6 7 8 9 0
. , - ' : ; ! ?

TYPO GOTHIC

24 Point No. 2 — 7 A

FISHERMEN

24 Point No. 1 — 7 A

REMARKABLE

18 Point No. 2 — 9 A

HUNT RESUMED

18 Point No. 1 — 12 A

PRINTING EXHIBITS

12 Point No. 3 — 15 A

NEWBURGH EXCURSION

12 Point No 2½ — 18 A

BEAUTIFYING AND CHARMING

12 Point No. 2 — 21 A

MATHEMATICIANS AMALGAMATE

12 Point No. 1 — 23 A

ENTERTAINING FOREIGN DIPLOMATS

CHARACTERS IN COMPLETE FONT

A B C D E F G H
I J K L M N O P
Q R S T U V W
X Y Z & $ 1 2
3 4 5 6 7 8 9 0
. , - ' : ; ! ?

6 Point No. 4 — 20 A

DISTINCTIVE TYPE FACES SHOWN
FOUNDERS PRODUCE SPECIMENS

6 Point No. 3 — 23 A

HIGHEST STANDARD WORK SECURABLE
DEMANDED SCIENTIFIC CONSTRUCTION

6 Point No. 2 — 29 A

CALIFORNIA IDEAL PARADISE FOR VACATIONISTS
IMMENSE FREIGHT HINDERS RAILROAD TRAFFIC

6 Point No. 1 — 34 A

AMERICAN PRINTING MACHINERY PRODUCES QUALITY
EXPORT COMPANY REPORTS FOREIGN TRADE INCREASE

ROSEDALE BOTANICAL GARDEN

GALA EXHIBIT

A VERY CORDIAL INVITATION IS EXTENDED TO YOURSELF
AND YOUR FRIENDS TO VISIT THE BEAUTIFUL
MODERN GREENHOUSE AND THE
BOTANICAL GARDEN

SUNDAY AFTERNOON, MAY FOUR

FROM TWO TILL HALF-PAST FOUR

BEAUTIFUL PLANTS — EXQUISITE FLOWERS

THIS FAIRYLAND OF FLOWERS IS THE WORK OF C. S. WHITTLE, PROFESSOR OF BOTANY AT THE ROSEDALE INSTITUTE. MANY OF THE EXHIBITS WERE COLLECTED BY HIM ON HIS RECENT TOUR THROUGH THE ORIENT

CARD BODONI BOLD

CHARACTERS IN COMPLETE FONT

A B C D E F G H I J K

L M N O P Q R S T U V

W X Y Z & $ 1 2 3 4 5

6 7 8 9 0 . , - ' " : ; ! ?

The following overhanging characters are supplied with fonts Nos. 18, 19, 20, 21, 22, 23 and 24

A F L P T V W Y

CARD BODONI

6 Point No. 4 25 A

MERCANTILE EXPORTS
INTERIOR DECORATOR

6 Point No. 3 29 A

SUMMER CLEARANCE SALE
ENJOY FRATERNAL OUTING

6 Point No. 2 34 A

DARING FIREMAN SAVED CHILD
GRAND DISPLAY OF FIREWORKS

6 Point No. 1 38 A

URGENT DEMAND FOR SERIOUS MEN
NEWSPRINT SHIPMENTS DECREASED
FOGGY WEATHER DELAYS STEAMERS

24 Point No. 12 8 A

MARSH

24 Point No. 11 9 A

ENJOINS

18 Point No. 10 11 A

BENCHER

18 Point No. 9 13 A

NORTHERN

12 Point No. 8 15 A

DETERMINED

12 Point No. 7 19 A

SOUTHERN TIME
HOTEL CLINTON

12 Point No. 6 22 A

BEAUTIFUL SCENES
FACTORY ERECTED

12 Point No. 5 27 A

INDIAN BOWLING CLUB
CONVINCE THE BUYERS

CHARACTERS IN COMPLETE FONT

A B C D E F

G H I J K L

M N O P Q R

S T U V W X

Y Z & $ 1 2 3

4 5 6 7 8 9 0

. , - ' " : ; ! ?

The following overhanging characters are supplied with fonts Nos. 6, 7, 8, 9, 10, 11 and 12

A F L P T V W Y

24 Point No. 24 7 A

SEARCH

24 Point No. 23 9 A

EARNING

18 Point No. 22 11 A

NEIGHBOR

18 Point No. 21 13 A

DESK CLOCK

12 Point No. 20 15 A

HOSTILE MOVE
BEST PRINTING

12 Point No. 19 19 A

UNIVERSAL RULES
MODISH COSTUME

12 Point No. 18 22 A

EXPERIENCED SAILOR
BEAUTIFUL PORTRAIT

12 Point No. 17 27 A

FIVE BUILDINGS ERECTED
INCREASED REVENUE TAX

6 Point No. 16 25 A

MODERNIZED BOARD FACTORY
REPRINTS EDUCATIONAL BOOK

6 Point No. 15 29 A

BOARD OF CENSORS REVOKE LICENSE
PERIODICAL MANAGERS ORGANIZING
LOFT BUILDINGS REPAIRED QUICKLY

6 Point No. 14 34 A

HOTEL ADVERTISING CAMPAIGN LAUNCHED
INDUSTRIAL SITUATION BECOMING SERIOUS
EXHIBIT RARE SPECIMENS OF TYPOGRAPHY

6 Point No. 13 38 A

MANUFACTURERS HAVE VERY PROSPEROUS TIMES
PRECIOUS STONES AND JEWELRY HEAVILY TAXED
NEW CLUBHOUSE FOR CONDUCTORS AND FIREMEN

Engravers Old English Open

18 Point 8 A 22 a

Beautiful Open Faces
Style and Dignity

14 Point 10 A 33 a

Announcements
Dainty Wedding Invitations
Personal Stationery

12 Point 13 A 37 a

Church Publicity
Useful for Programs and Menus
Suggests Refinement

10 Point 14 A 44 a

Pleasing and Characteristic
Indispensable for Social Typography
Holiday Greeting Cards

8 Point 16 A 48 a

Old English Faces Appeal to Milady
Artistic Efforts for Discriminating Clientele
College Graduation Programs

Characters in Complete Font

A B C D E F
G H I J K L
M N O P Q R
S T U V W X
Y Z & $ 1 2 3
4 5 6 7 8 9 0
a b c d e f g
h i j k l m n
o p q r s t u
v w x y y z z
ft ch ff fi fl ffi ffl
. , - ' " : ; ! ?

Character ch made only in sizes from 8 to 18 Point

M

An Exhibition of Paintings by French Artists will be held in the Continental Museum of Art during the month of December and you are very cordially invited to attend any afternoon except Friday between the hours of one-thirty and five

Present This Card at Door

Tudor Black No. 2

Characters in Complete Font

A B C D E F G H I J
K L M N O P Q R
S T U V W X Y Z & $
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k
l m n o p q r s t u
v w x y z ff fi fl ffi ffl
. , = ' : ; ! ?

42, 48 and 72 Point carried in stock only at Foundry

36 Point 4 A 7 a

Amethyst
Each Day

30 Point 4 A 10 a

San Gabriel
Choral Fete

24 Point 5 A 13 a

Golden Legend
Harmony Club

18 Point 7 A 18 a

Choirs Rehearsing
Expressive Music

12 Point 10 A 30 a

Helms Memorial Church
International Dramatist

10 Point 10 A 36 a

Terse Oriental Philosophy
Mystical Religious Beliefs
Philanthropic Association

8 Point 14 A 40 a

Invaluable Authentic Manuscript
Persian Wisdom Long Recognized
Momentous Theological Problems

6 Point 16 A 50 a

Knowledge Acquired Becomes Quite Profitable
Mature Experience Proved Exceptionally Good
Comprehensive Reading Hastens Advancement
University Trained Executives Now Preferred

Anniversary
Concert



Grace Church Quartette

Mary Korb, Soprano
Dorothy Eastlake, Contralto
Stanley Highton, Tenor
Frank Wood, Bass

Raymond Losaw at the Organ

New Collegiate Church
September Twentieth

VERSATILE ORNAMENT

Engravers Old English

72 Point 3 A 5 a

Bible

60 Point 3 A 5 a

Picked

48 Point 3 A 7 a

Explain
Teach

42 Point 4 A 7 a

Loadstar
Speak

36 Point 4 A 8 a

Handicraft
Refusal

30 Point 5 A 11 a

Pyrotechnics
Chorister

24 Point 5 A 12 a

Advocate
Entertained
Banker

18 Point 8 A 22 a

Incantation
Holiday Social
Venetians

14 Point 10 A 33 a

Finished Manse
Pleasant Reception
Mademoiselle

12 Point 13 A 37 a

Guardianship
Twelve Modistes
Wonderful

10 Point 14 A 44 a

Racer Rewarded
Fine Entertainment
Yuletide Tale

8 Point 16 A 48 a

Elaborate Reception
One Hundred Thousand
Tenth Pedagogue

6 Point 16 A 50 a

Impressive Presentation
Builders Recommend Actor
Dedication Ceremonial
Reports Harmony

Characters in Complete Font

A B C D E F G
H I J K L M
N O P Q R S T
U V W X Y Z & $
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l
m n o p q r s t u v w x
y z ß ff fi fl ffi ffl ct o'c
. , - ' " : ; ! ?

Character o'c made only in sizes from 6 to 18 Point

Engravers Old English

An excellent type
for high-grade
Society and Church
Printing

Made and for sale by

**American
Type Founders
Company**

Everything
of the best for the
Printer

CLELAND BORDER
CINCINNATI INITIAL

To You, Old Friend

At the Half Century Milestone

WE, who have had the privilege of association with you in your work, are today honored to mark with you the attainment of your Fiftieth Anniversary ¶ We know of no higher tribute to your leadership than to say that we share with you the rich realization of achievement. We know of no greater pledge for the future hich may catch something of ion which has made possible march of the past years, that ich you have builded may be carried on through the years It is a pleasure to each of us at this time our most sincere or past favors and your con- eding our deep good wishes or the success that is to come

lphia Banking Company
Bullingston, President

Installation of the

Chimes

Saint Matthew
Methodist Episcopal
Church

Milterham, Pennsylvania
Week of June Sixteen

Resident Bishop: Franklin Mason, D.D., LL.D.
District Superintendent: John M. Doylson, D.D.
Pastor: William Westly, Ph.D.

MURAL ORNAMENT

The flower
of youth never
appears
more beautiful
than when it bends
towards the
Sun of
Righteousness

Matthew Henry

MODERN DASH

Engravers Old English Bold

72 Point 3 A 4 a

Bail

60 Point 3 A 5 a

Weld

48 Point 3 A 6 a

Magic Note

42 Point 3 A 6 a

Rapids First

36 Point 3 A 6 a

Pasquin Social

30 Point 4 A 9 a

Employed Courier

24 Point 4 A 12 a

Dancer Railroad Court

18 Point 7 A 20 a

Mischief Subscriber Guilds

14 Point 9 A 28 a

Providence Typographical Honored

12 Point 11 A 31 a

Testaments Entire Society Democrat

10 Point 12 A 36 a

Presentation Greatest Council Banqueted

8 Point 14 A 41 a

Haberdasheries Christian Literature Architectural

6 Point 16 A 47 a

Dramatic Societies Regrets Procrastination Metropolitan Daily Congressman

Characters in Complete Font

A B C D E F
G H I J K L
M N O P Q R
S T U V W X
Y Z & $
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j
k l m n o p q r
s t u v w x y z
. , - ' : ; ! ?

Engravers Old English Bold

Craftsmen's Invocation

O Thou Beneficent Art and Mystery, whose mission is to carry enlightenment to all people from age to age, make us, thy craftsmen, worthy of thee and of all the craftsmen who in times past have glorified thee. Let thy light shine upon our lives and our vocations. May no word or deed of ours, or any of our handiwork, bring dishonor upon thee; but rather may we uphold thy dignity at all times and in all places, and in brotherly love and helpfulness advance thy fame, to the end that all men may be persuaded to acknowledge thee as mightiest among the Arts and Crafts. So let it be!

JAQUISH ORNAMENTS

Music washes
away from the soul
the dust of
everyday life

Royal Studios

Violin and Pianoforte Instruction

East Rutherford

ORPHIC SPOT



Books

are the legacies that
genius leaves to
mankind to
be delivered down
as presents to
the posterity of those
that are yet
unborn

VOCATIONAL CAMEO

Cloister Black

72 Point 3 A 5 a

Brief

60 Point 3 A 6 a

Debut

48 Point 4 A 7 a

Knights Nectar

42 Point 4 A 8 a

Musicale Width

36 Point 4 A 9 a

Respirator Counsel

30 Point 5 A 11 a

Index Leased Handicap

24 Point 5 A 14 a

Yachting Educational Anchor

18 Point 8 A 22 a

Graduation Testamentary Statutes

14 Point 10 A 32 a

Horticulturist Wasted Program Bridesmaid

12 Point 12 A 36 a

Exceptionably Serving Luncheon Tournament

10 Point 14 A 42 a

Elected Secretary Officiating Conductor Congressional

8 Point 16 A 52 a

Delightful Confections Acknowledgment Registered United Congregation

6 Point 17 A 55 a

Theological Organization Insurance Company Courageous September Testimonial First Exposition

Characters in Complete Font

A B C D E F
G H I J K L
M N O P Q R
S T U V Y W
W X Y Z & $
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j
k l m n o p q r s
t u v w x y z ß ll
. , - ' : ; ! ?

The Story of William and Mary

Written in Italian in the year 1422, translated into French by Raoul Georges a year later, and now done in English by John Watson and Mary Grover Sinclair

MCMXXIV

Publisher's Note

¶ This volume, although in no sense a facsimile of the style of the original work, is designed to embody the chief characteristics of the bookmaking of that period. Quarto in size, and printed on an imported hand-made paper in black letter, with rubrications as in original.

¶ Its illustrations comprise engravings redrawn from the wood cuts that appeared in the original edition and these effectually break up the uniformity of the rather solid pages of text matter.

¶ It is bound entirely uncut in covers of darkish green paper boards with a rough linen back and paper label. Three hundred copies will be printed, after which the plates are to be destroyed.

$15.00
a copy

Prosperity, Health and Happiness now and always · the Love of Friends and the fulfilment of your most cherished desires What more could I wish you on this your Birthday Anniversary? And I gladly do so

Richard Mitchell · The Hermitage · Worcester

Washington Text

96 Point 3 A 4 a

Bid

84 Point 3 A 4 a

Sale

72 Point 3 A 4 a

Tent

60 Point 3 A 4 a

Grand

Usual

48 Point 3 A 6 a

Benefit

Mortal

36 Point 3 A 9 a

Quaint

Certify

30 Point 4 A 10 a

Midgets

Operatic

24 Point 5 A 12 a

Regulator

Charitable

18 Point 7 A 21 a

Supernatural

Organ Music

Noctambulist

14 Point 10 A 28 a

Beautiful Couple

Orders Shipment

September Tenth

12 Point 12 A 32 a

Repairs Cathedral

Best Safety Match

Questions Heroism

10 Point 14 A 38 a

Testimonial Banquet

Strange Report Card

Neighboring Hamlets

8 Point 16 A 48 a

Question Marathon Runners

Theological Seminary Closed

Old Navigator Gives Banquet

Bounteous Christmas Giving

6 Point 18 A 50 a

Northern Climate Makes Robust

Smart Writer Grasps Opportunity

Mathematician Astonishes Boys

Yuletide Spirit Gladdens Children

Characters in Complete Font

A B C D E F G

H I J K L M N

O P Q R S T U

V W X Y Z & $

1 2 3 4 5 6 7 8 9 0

a b c d e f g h i j k

l m n o p q r s t u v

w x y z . , - ' : ; ! ?

The Printer's Power

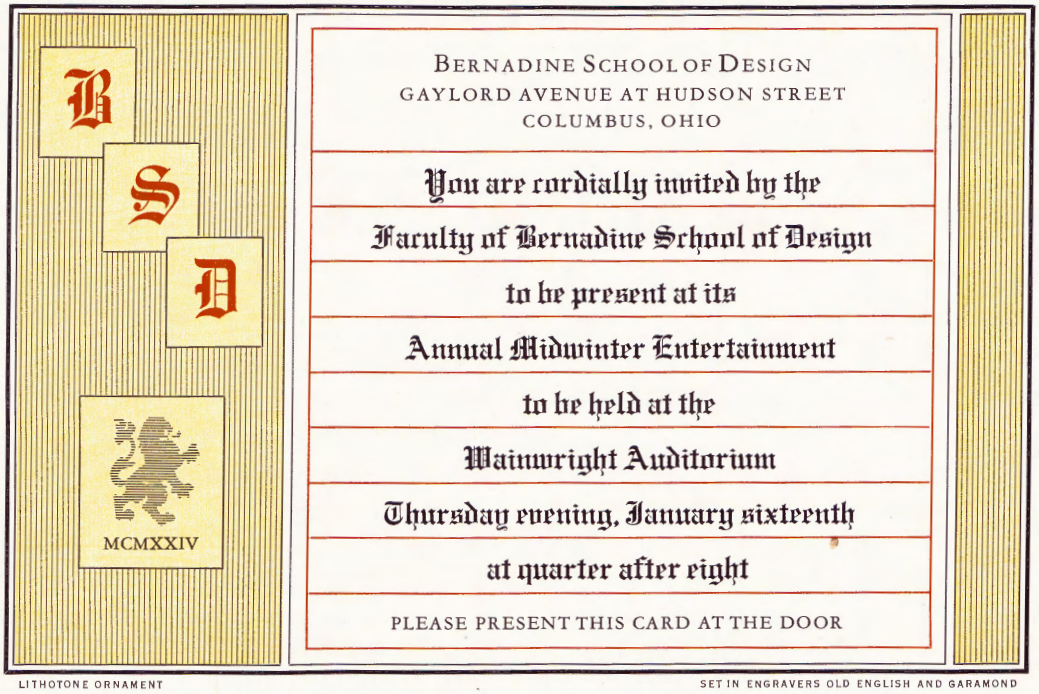
Generally speaking, printing has not come into its own. It is young yet, and it is democratic. It has yet to make its great record. Sweeping into its grasp all the skill of the artist, the photographer, the designer, the engraver, the paper-maker, and the bookbinder, and laying its tribute on all the various other arts, it is directly influential in molding the thought of all peoples

OLD ENGLISH BORDER MODERN FLOURISH

Quaint Furniture

The Flinton Company extends to the public a cordial invitation to call and view a showing of imported furniture, consisting of rare articles of the Chippendale, Jacobean, Georgian and Adam periods, which are now on exhibition in their showrooms

MODERN DASH



LITHOTONE ORNAMENT

SET IN ENGRAVERS OLD ENGLISH AND GARAMOND

FORMAL ANNOUNCEMENT
TO THE PUBLIC IN GENERAL AND TO THE
CRITICAL BUYER IN PARTICULAR

Autumn & Winter Clothes

WE ARE NOW SHOWING AN INTERESTING VARIETY OF
READY-TO-WEAR GARMENTS FOR

Business · Sport · Dress

BUSINESS CLOTHES follow closely the exclusive Benjamen design of previous years. Sport suits include a new group of plaids and solid colors. Dinner and dress clothes are shown in several models for men of all ages. Lightweight fall topcoats in new tweeds and herringbones are also ready

The Benjamen-Stewart Clothing Company

CLELAND BORDER AMERICAN BORDER CINCINNATI INITIALS

SET IN WASHINGTON TEXT AND GARAMOND

Texts in Combination

OFFERING ADVERTISERS A COMPLETE SERVICE — PLANS · COPY · DESIGNING · ENGRAVING · ELECTROTYPING

JOHN WILLIAMSON, *President*
ANDREW SMITH, *Vice-President*

HAROLD FISHER, *Secretary*
GEORGE E. MULDOON, *Treasurer*

The Williamson Printing Company

Printers & Binders

426 KENTWORTH PLACE, NEAR BROADWAY

TELEPHONE 1145

Buffalo

SET IN CLOISTER BLACK AND CASLON OLDSTYLE NO. 471 AND ITALIC VOCATIONAL CAMEO

Assets exceed liabilities by over half a million dollars



Before Sailing

Deposit your securities with us and we will collect income due and remit draft

Harbor Park Trust Company

The value of life deepens with the joys of travel



Round the World

By specially chartered steamship QUEEN BESS *of the Regal Line. Fastest liner afloat. Sails June 4th*

Central Travel Bureau
Kenilworth Building
Norfolk

SET IN ENGRAVERS OLD ENGLISH BOLD AND GOUDY OLDSTYLE AND ITALIC VOCATIONAL CAMEOS

MARGARET COLLINS, PRESIDENT · GRACE HENDERSON, SECRETARY

The Textile Corporation

Importers and Wholesale Dealers in

GENUINE IRISH LINENS *and* LACES

61 PENNSYLVANIA BOULEVARD

Telephone 82 *Bradfend*

SET IN WASHINGTON TEXT AND CASLON OLDSTYLE NO. 471 AND ITALIC VOCATIONAL CAMEO

South Norwalk

Steel and Wood Furniture for Printers

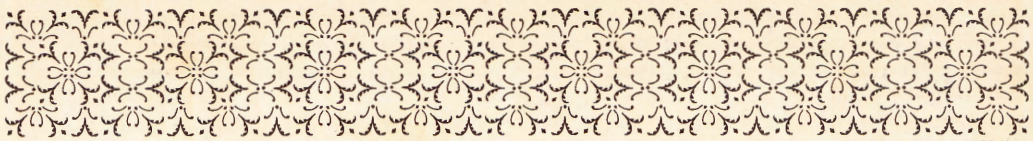
Including Cut-Cost Equipments

Made by the Hamilton Manufacturing Company

Carried in Stock at all our Selling Houses for Prompt Service

American Type Founders Company

SET IN CLOISTER BLACK CLOISTER ORNAMENT



ROSA BORDER

Correct Society Printing for Letterpress Printers

SINCE the American Type Founders Company first designed types giving the effect of engraved work, correct in style and equaling the softness and the excellence of copperplate printing, many of its customers have successfully entered this uncrowded field in competition with copperplate printers. Especially is this true with printers located in the smaller cities and towns throughout the United States, there being a constant and increasing demand made upon them for wedding invitations, wedding announcements, at-home cards, etc.

Few letterpress printers realize that millions of dollars are expended annually among copperplate printers for Society Printing. Take the item of visiting cards. Are there not more than two million persons carrying these cards, each representing an expenditure of at least one dollar? Add to this the higher priced engraved stationery and the total is truly enormous. The dry goods stores and stationers and canvassers assist the copperplate printers to gather this profitable harvest.

The quality of letterpress work should equal that of the copperplate printer, first in the correctness of the form, cards and paper, and secondly in the clearness of the impression. None but perfect types should be used. The use of worn type is inexcusable in printing of so personal a character, reflecting unfavorably upon the social status of the user. In fact, no printer should attempt Society Printing until he is familiar with the fashions governing it, and he will do well to keep in touch with the changes which are dictated by fashion from time to time.

Copperplate engravers charge by the letter; the letterpress printer can do the same. He should have a price for the stock, a price for the presswork, and a charge for each letter. He should ascertain the price charged by engravers for lettering, which often runs as high as fifteen or twenty cents per letter. There is so great a difference in favor of the cost of types that the letterpress printer may easily save the first cost of the types, plus composition, on each order, and still be much below the engraver's charge. In a font of eighteen point script, so much used in Society Printing, the price per letter (A to Z caps and lower-case, not including figures or points) is approximately one cent per letter. If this were doubled as a basis for charging for the use of the types, the letterpress printer would still be far below the engraver's charge per letter.

CARD STOCK—This should always be pasted stock, because it does not curl. The size is 21 x 33 inches, of which a half inch salvage is waste. It is sold in packages containing one hundred sheets, or may be bought cut to order. For calling cards, two-sheet sixty pound is used; for invitation and announcement cards, three-sheet sixty pound is used. Extreme fashion calls for four-sheet sixty pound paneled cards for invitations and announcements. Cards of the correct size may be

Mr. Harold Burling

A correct size (C) for men. Sizes B and D (see diagram, p. 396) are also correct, D being preferred when address is added.

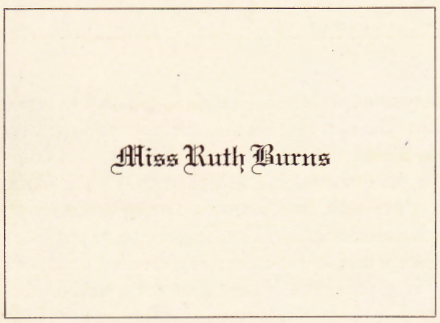
Dr. Robert Partington

Office Hours:
9 to 11 a.m.
5 to 7 p.m.

Ninety Church Street

A correct size (E) for professional men. The size may vary according to lettering required. Size D is preferred by many.

bought from the manufacturers or their agents, cut to size and correctly paneled. Paneling is effected by applying a hot blank of the required size to the card on a die press, thus creating a panel, the unpressed edges forming a raised border, generally half inch wide. Envelopes are carried in stock or made to order to match all correct sizes of women's cards. Beveled or gilded edges should never be used for Society Printing.

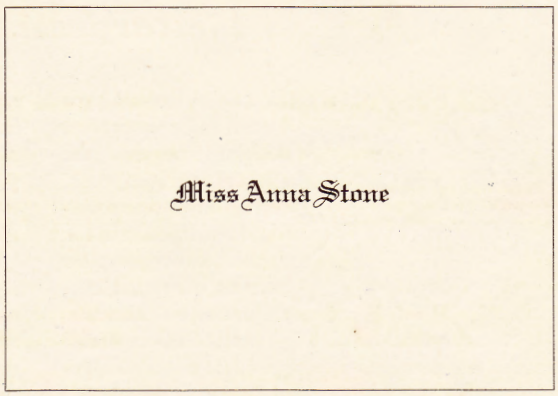


A correct size (F) for a very young miss.

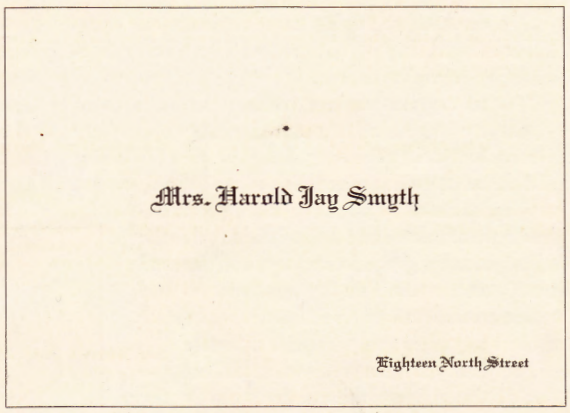
PAPER STOCK FOR ANNOUNCEMENTS—A special kind of paper is made for Society Printing. The size is 21 x 33 inches and the preferred weights are seventy pound for the announcements and the inner envelopes and sixty pound for the outer envelopes. It is sold in packages of 240 sheets or in "wedding cabinets" containing fifty to one hundred folded sheets of various cut sizes, with inner or outer envelopes, each in a separate box. The size of paneled stock (folded) is 5⅛x7⅜ inches, with three-quarters inch border. If the announcement is not paneled a correct size (folded) is 4⁹⁄₁₆x6⅞ inches.

CORRESPONDENCE PAPER—Correspondence paper to be correct must be plain, without ruling, preferably white, ranging from pure white to pearl gray, or in soft tones of color, with envelopes to match. There is a wide range of sizes, but the printer should select a few approved sizes and colors to carry in stock. Correct sizes are 5⅛x4⅞, 5⅞ x4¹⁵⁄₁₆ and 6¹³⁄₁₆x5⅜ inches. The small size is correctly used for short notes of acceptances or regrets, although correspondence cards, size 5⁷⁄₁₆x3⅜ inches, have largely superseded the small note sheet. The middle size of correspondence paper is used for short letters and the largest size for general correspondence for both men and women. Envelopes must match the paper.

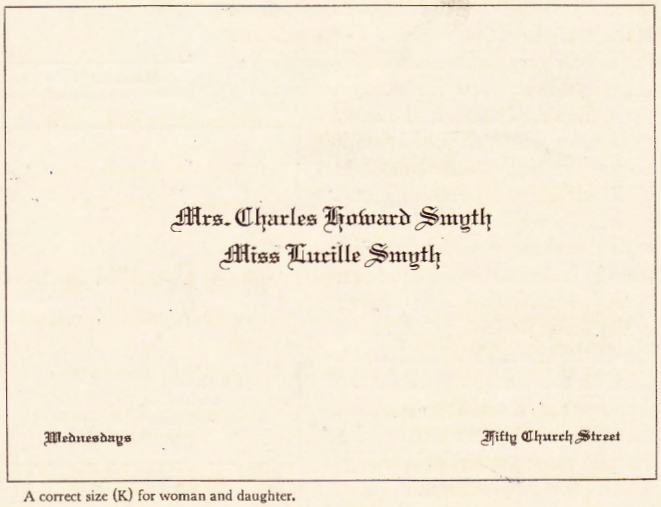
MOURNING CARDS—The width of black band varies (see page 396 for examples) according to relationship. For a widow's card a band of about one-third inch (No. 5) during the first year of widowhood, diminishing about one-sixteenth inch each six months thereafter. On a widower's card one-quarter inch (No. 3) is the widest, diminishing gradually from time to time. For other relatives, the band may vary from the thickness of No. 3 to that of "Italian." No. 5 band is now considered excessive, but among the Latin races is held to be moderate, and if preferred, is entirely correct. Envelopes are made to match, when required.



A correct size (G) for young women.



A correct size (H) for women.



A correct size (K) for woman and daughter.

DELIVERY—Copperplate printers deliver Society Printing in neat, stylish boxes. They are compelled to slip-sheet the work with tissue paper, an expense the letterpress printer may avoid, if careful. Boxes, covered with enameled paper for cards and all kinds of Society Printing, are on sale to carry the correct sizes. No matter how excellent your work and quality may be, women who know the correct practice will not be satisfied unless the packages are as neat as those sent out by the copperplate printers. This detail is important.

ADVERTISING—The letterpress printer, following the practice of copperplate printers, may enlist the co-operation of stationers, dry goods stores, and others, to take orders for him. Agent should be supplied with the diagram of correct card sizes and samples of correct correspondence papers in frames, together with the formula for making prices.

Mrs. Harold Jay Smyth

Eighteen North Street

The address may be omitted, but it is generally printed. Spell out the street number and numbered streets when practicable. Sizes H, J.

Mrs. Harold Jay Smyth

Fridays Eighteen North Street

At home between 3.00 and 6.00 o'clock to receive calls, meaning Friday of every week; or it may be limited to "First Friday" (of the month), "Fridays until April," "First and Third Fridays," etc. Sizes H, J.

Miss Smyth

An elder or an only daughter does not print her Christian name and, while residing with her mother, omits her address. Size G.

Mrs. Harold Jay Smyth
Miss Ethel Smyth

Fridays Eighteen North Street

On first entering society a young lady does not use a calling card of her own. Her name is printed below that of her mother with or without the "at-home" day. If she calls alone a pencil line is run through the mother's name. Sizes J, K.

Mrs. Harold Jay Smyth
The Misses Smyth

Eighteen North Street

When two daughters enter society in the same season this form is used. Even after the daughters have calling cards of their own, this or form at left is used for calling together or for days at home. Sizes J, K.

Miss Grace Smyth

The younger daughters use their full names. Size G.

The Misses Smyth

For calling together. Sizes H, J.

Mr. and Mrs. Harold Smyth

Eighteen North Street

For sending with wedding gifts, for joint regrets, and returning first calls after marriage. Use of separate cards is better form. Sizes J, K.

Mr. Harold Jay Smyth

It is not usual to put the home address on a married gentleman's card or that of a gentleman living with his parents. Sizes B, C, D.

Mr. Herbert Smyth

Park Athletic Club

For bachelor whose address is at his club. Sizes B, C, D.

Mr. Justice Andrew Smyth

For a judge of a supreme court, or "Mr. Justice Smyth." Sizes B, C, D.

Mr. Herbert Smyth

Lieutenant, Ninth Infantry
United States Army

For military or naval officer below rank of captain. Instead of designating the regiment, "United States Army" is equally correct. Sizes B, C, D.

Rear Admiral Joseph Smyth

United States Navy

For general officer. Sizes B, C, D.

Colonel John Robert Smyth

Ninth Cavalry, United States Army

For regimental officer. Sizes B, C, D.

Lawrence Smyth, M. D.

Hours: 9-11 a.m.
8-10 p.m. 90 Park Place

Physician's professional card; or "Dr. Lawrence Smyth." Size E.

ADDRESSES ON CORRESPONDENCE PAPER

Should be in the form printed below, and in plain types, in black ink. There is no good reason why the printer should not develop a demand for printed stationery by advertising, and secure the liberal profits derived from the sale of the paper and envelopes. Spell house numbers in full.

Forty-two Oxford Boulevard
Grandview Park

OCEAN COTTAGE
SEACREST

FORTY-TWO OXFORD BOULEVARD
GRANDVIEW PARK

FORTY-TWO OXFORD BOULEVARD
GRANDVIEW PARK

Forty-two Oxford Boulevard
Grandview Park

OCEAN COTTAGE
SEACREST

Forms of Invitation and Announcement

The following forms and arrangements of lines are correct, and under the forms correct sizes are given. Sizes may vary according to lettering.

All cards should have envelopes matching in size, but not any outer envelopes. Cards are required, as a general rule, for all daylight functions and paper for evening occasions.

When paper is used both inner and outer envelopes are required.

Sizes of lines should be uniform, with the exception of disconnected address lines and the designation of entertainment, which should be smaller. The rule is to avoid capitals wherever possible. Lines for writing on are not used, except on admission cards.

[PUNCH HOLES HERE]

John William Smyth

March the twelfth
One thousand nine hundred and thirty

Mr. and Mrs. Charles Howard Smyth

Nineteen Parkside Avenue
Hillsboro

Announcement of birth. Large card, size K; small card, 2x1 1/8 inches. The cards are punched, and the smaller attached with a white satin bow.

Mr. and Mrs. Charles Howard Smyth
request the pleasure of your company
at the christening of their Son
on Tuesday afternoon, the third of April
at four o'clock

Nineteen Parkside Avenue

For a christening, to be printed on either card or paper. A correct size of card is M. If in the evening, this form should be printed on paper, a correct size for which (folded) is 6 7/16x5 1/8 inches.

Miss Edna and Master Raymond Smyth
hope to have the pleasure of
[NAME HERE]
company on Monday afternoon, the third of May
at five o'clock

Dancing Nineteen Parkside Avenue

For a juvenile party. The card being addressed to the parents, the child's name is written on invitation. A correct size of card is 4 7/8x3 inches, or, if paneled, 4 3/4x3 9/16 inches; 1/2 inch panel.

Mrs. Charles Howard Smyth
and Miss Smyth
will be at home
on Wednesday, the second of January
from four until six o'clock
at Sixty Oak Place

At-home card, sometimes called tea card, because tea is served. For this form 4 7/8x3 inches is a correct size, or, if paneled, 4 3/4x3 9/16 inches; 1/2 inch panel.

Mrs. Charles Howard Smyth
The Misses Smyth

Thursdays
April third and tenth
Bridge Nineteen Parkside Avenue

Another form of at-home card. The name of entertainment (if any) will vary. A correct size is 4 7/8x3 inches, or, if paneled, 4 3/4x3 9/16 inches; 1/2 inch panel.

To meet
Mr. Justice and Mrs. Smyth
Mr. and Mrs. Charles Howard Smyth
request the pleasure of your company
on Monday, the first of June
from four until seven o'clock

Nineteen Parkside Avenue

At-home card. For this form a correct size is 5 3/8x3 3/8 inches, or, if paneled, 5 3/16x4 1/8 inches; 5/8 inch panel.

Mr. and Mrs. Charles Howard Smyth
request the pleasure of

[BLANK LINE]

company at a Musicale
on the evening of Monday, the third of June
at half after nine o'clock

Symphony Orchestra Nineteen Parkside Avenue

Musicale reception at residence; or to avoid writing the name, "request the pleasure of your company | at a musicale," etc. For this form a correct size of paper (folded) is 7 7/16x5 9/16 inches; 3/4 inch panel.

Mrs. Charles Howard Smyth
will be at home
on Wednesday, the sixteenth of August
from four until seven o'clock

Garden Party Oceancrest

Garden party card; or "Mr. and Mrs. Charles Howard Smyth," or "Mrs. Charles Howard Smyth and the Misses Smyth," or the name of hostess with a house guest or other friend. A correct size for this form is 5 3/8x3 3/8 inches, or, if paneled, 5 3/16x4 1/8 inches; 5/8 inch panel.

For garden parties out of town, train cards are enclosed with the invitations, in the same form and size as printed on page 394.

Mr. and Mrs. Charles Howard Smyth
request the pleasure of
[BLANK LINE]
company on Thursday, the fifteenth of July
from four until seven o'clock

Garden Party — Oceancrest

Another form of card for garden party. A correct size is 5⅜x3⅜ inches, or, if paneled, 5⅜16x4⅛ inches; ⅝ inch panel.

Mr. and Mrs. Charles Howard Smyth
Miss Smyth
Miss Grace Smyth
request the pleasure of your company
on the evening of Wednesday, the fifteenth of April
at ten o'clock

Cotillon — Nineteen Parkside Avenue

For a dancing party or "cotillion," which is the English form of the French word "cotillon." Correct size of paper (folded) is 6⅝x5¾ inches, or, if paneled, 7 1/16x5 3/16 inches; ¾ inch panel.

Mr. and Mrs. Charles Howard Smyth
and the Misses Smyth
request the pleasure of your company
on the evening of Friday, the tenth of August
at half after eight o'clock
at Dolan's
41 Vanderbilt Place

Dancing — Kindly send reply to Nineteen Parkside Avenue

Reception in public hall; or "R. s. v. p. Nineteen Parkside Avenue." For this form correct size of paper (folded) is 6⅝x5¾ inches, or, if paneled, 7 1/16x5 3/16 inches; ¾ inch panel.

Mr. and Mrs. Charles Howard Smyth
request the pleasure of
[BLANK LINE]
company at dinner
on
at o'clock

Nineteen Parkside Avenue

For dinners, names and dates to be written in. A correct size of card is 5⅜x3⅜ inches, or, if paneled, 5 3/16x4⅛ inches; ⅝ inch panel.

To meet
Mr. Justice and Mrs. Smyth
Mr. and Mrs. Charles Howard Smyth
request the pleasure of
[BLANK LINE]
company at dinner
on the evening of Monday, the first of July
at eight o'clock

Nineteen Parkside Avenue

For a formal dinner, with or without names of guests in whose honor the dinner may be given. A correct size of paper (folded) is 7 1/16x5 3/16 inches; ¾ inch panel.

The Bergendale Assembly Dances
Season of 1929-30
December the third and tenth
January the seventh and February the eleventh
from nine until two o'clock
Bertoncelli's

Patronesses

[HERE FOLLOWS LIST IN TWO COLUMNS IN SMALLER LETTERS]

Subscription $15.00, payable before November 15th to
Mrs. Walter Raymond Smyth, Treasurer, Five Duffield Avenue

For subscription dances. A correct size of paper (folded) is 7⅞x6 inches. When the list of patronesses is very long, it may be printed on the third page.

The pleasure of
[NAME HERE]
company is requested
at the Fourteenth Regiment Ball
at Military Hall
on the evening of Tuesday, the third of March
at ten o'clock

R. s. v. p.
Joseph Browne, Adjutant
The Armory, Madison Street

For a ball. Correct sizes of paper (folded) are 6⅝x5¾ and 7¼x5¾ inches.

The pleasure of
[BLANK LINE]
company is requested
at a dinner to be given in honor of
Charles Howard Smyth
District Attorney of Burnett County
on the evening of Saturday, the eighth of January
One thousand nine hundred and thirty
at half after seven o'clock
at Riebler's

Frederick Parsons — Reverend John Polk
Justice Wrightson — Colonel Mark Adams
[AND OTHER NAMES OF COMMITTEE]

R. s. v. p.
Herbert Rawlings, Secretary
Eighty-five Neptune Place

For large public banquet, usually made imposing in appearance with large lettering. Correct sizes of paper (folded) are 10⅛x7⅞ and 9⅝x7¼ inches.

Dinner tendered to
Charles Howard Smyth
on Saturday, the eighth of January
One thousand nine hundred and thirty
at Riebler's

Admit

Cards to admit to large banquet. A correct size is 4 7/8x3 inches. (L)

Mr. James Smyth
requests the pleasure of
[BLANK LINE]
company on the evening of Friday, the first of May
at eight o'clock
at the Bedford Assembly Rooms
Eighty Park Place

Music

For bachelor's reception. Correct sizes of paper (folded) are 6 7/16x5¾ and 7¼x5¾ inches.

270 — Admit Mr. — 270

Anniversary Banquet
The Club of Printing Art Craftsmen
Rochambeau's French Cafe
Saturday, the eighteenth of January
at eight o'clock

Present this card at door of Banquet Room

Name
Table No.
[PERFORATE HERE]

Admission ticket to club dinner. A correct size of card is 6x3½ inches.

You are cordially invited to the
Charity Ball
to be given at Bertoncelli's
on Wednesday, the seventeenth of February
One thousand nine hundred and thirty
at half after eight o'clock
Proceeds to be given to the Orphan Home

Patrons and Patronesses

Mr. and Mrs. James Smyth — Mrs. Thomas Dempsey
Mr. Justice Kenworthy — Admiral Richard Burns

Kindly send reply on or before
February the second
to Mr. Robert Griswold
Sixty Oak Lane

Miss Clara Holmes
Mr. David Carr
Committee

For subscription ball. Lettering usually larger than for private invitations. If the list of patrons and patronesses is very long it may be printed on third page. A correct size of paper (folded) is 8½x6¾ inches.

The Club of Printing Art Craftsmen
of the City of New York
cordially invites you to be present
at a Banquet
in honor of the One hundred and seventeenth
Anniversary of the Society
on Saturday, the eighteenth of January
One thousand nine hundred and thirty
Rochambeau's French Cafe
Broadway and Forty-second Street
at eight o'clock

R.s.v.p.
John Bahr
Secretary

Milton Sperry
President

For a club dinner. A correct size of paper (folded) is 8½x6¾ inches.

Wedding Stationery

Each invitation printed on paper has its own envelope, matching in size and stock. The whole set is enclosed in an outer envelope of the same stock. When a single invitation or announcement is sent out, printed on paper, both inner and outer envelopes are required.

Mr. and Mrs. David Jay Smyth
request the honor of your presence at the
marriage of their daughter
Lucille
to
Mr. Frank Hoyt
on the afternoon of Thursday, the first of June
at four o'clock
at the First Presbyterian Church
Pleasant Valley

For church ceremony "request the honor" is used, while for ceremony at residence "request the pleasure" is the correct form, as printed below. Other correct forms are also shown. Correct sizes (folded) are 6⁷⁄₁₆x5⅛ inches, or 6⅝x5¾ inches, or, if paneled, 7⁷⁄₁₆x5⁹⁄₁₆ inches; ¾ inch panel. The two larger sizes are preferred for invitations.

Mr. and Mrs. David Jay Smyth
request the pleasure of
[BLANK LINE]
presence at the marriage of their daughter
Lucille
to
Mr. Frank Hoyt
on the evening of Tuesday, the first of May
at four o'clock
at Eight Prospect Avenue
Morgandale

Another correct and fashionable form of invitation to a wedding ceremony.

Mr. and Mrs. Charles Howard Smyth
request the pleasure of
[BLANK LINE HERE]
company on Friday, the sixth of April
at half after four o'clock
at Six Elm Lane

A preferred form of reception card after church ceremony, to be enclosed with the invitation. A correct size for this form is 4½x3⅜ inches. Another correct form of reception card is shown on the next page.

The pleasure of your company is requested
at the marriage of
Miss Lillian Bradshaw
to
Mr. John Boyle
on the afternoon of Friday, the first of July
at a quarter after four o'clock
at the residence of
Mr. and Mrs. James Smyth
Ninety Elm Place
Oakwood

For wedding ceremony in residence of friends of the bride.

A special car will leave
Pennsylvania Station for Bergendale
at 3.48 p.m.
Returning, leaves Bergendale at 8.18 p.m.
Please present this card at the train

Train leaves Pennsylvania Station
for Bergendale at 3.20 p.m.
Returning, leaves Bergendale
for Camden at 7.30 p.m.

For train cards, to be enclosed with the invitation. A correct size for these two forms is 4½x2¾ inches. Lines are centered. Train cards may require very full directions, and size will vary accordingly, up to 5⅜x3⅜ inches. In cases where a special car is provided, the name of guest is sometimes written on card, after the directions, and followed by the words, "will please present this card at the station door and to the conductors." Another form ends, "Please present this card instead of a ticket to the gatemen and conductors." The phrase "carriages will convey the guests to the house and return them to the train" is sometimes added after the train information.

Ceremony at half after six o'clock

For card for wedding at residence, to accompany the invitation to reception, part of the guests only being invited to the ceremony; or "marriage ceremony at," etc., in which case use two lines, "Marriage" being the first. A correct size is 4⅝x2⅝ inches.

Reception
from eight until ten o'clock
at the Laurel Bloom
Oakdale

For reception card after church ceremony, to be enclosed with the invitation. A correct size is 5x3 inches.

Please present this card
at the First Presbyterian Church
on Thursday, the seventeenth of September

For admission card, to be enclosed with church invitation. A correct size for this form is $3\frac{1}{2}$x$1\frac{7}{8}$ inches. Another form is "Please present this card at the Church," in one line, a correct size for which is $4\frac{3}{16}$x$2\frac{1}{4}$ inches. An extreme form has the guests' name written at top of card, followed by "will please present this card | at the First Presbyterian Church | Bergendale | on Thursday, the seventeenth of September." For such a card a correct size is $4\frac{3}{8}$x$2\frac{3}{4}$ inches.

Will be at home
Tuesday, the tenth of August
at Seventy-seven Metropolitan Boulevard
Bergendale

For at-home card, to be enclosed with the invitation; or "on the afternoons of Tuesdays | the tenth and seventeenth of April | at," etc. Correct sizes are $5\frac{1}{4}$x$2\frac{3}{4}$ and $5\frac{3}{8}$x$3\frac{3}{8}$ inches.

Mr. and Mrs. David Jay Smyth
request the pleasure of your presence
at the wedding reception of their daughter
Lucille
and
Mr. Frank Hoyt
on the evening of Thursday, the first of June
at seven o'clock
at Eight Prospect Avenue
Morgandale

For reception after wedding at residence. Correct sizes of paper (folded) are $6\frac{7}{16}$x$5\frac{1}{8}$ or $6\frac{5}{8}$x$5\frac{3}{4}$ inches, or, if paneled, $7\frac{7}{16}$x$5\frac{5}{16}$ inches; $\frac{3}{4}$ inch panel.

Mr. Frank Hoyt
and
Miss Lucille Smyth
have the honor
of announcing their marriage
on Thursday, the first of June
One thousand nine hundred and thirty-one

For a wedding announcement; private ceremony, when the bride has no near relatives; the name of the church may be added. A correct size of paper (folded) is $6\frac{7}{16}$x$5\frac{1}{8}$ inches.

Mr. Frank Hoyt
Miss Lucille Smyth
Married
on Thursday, the first of June
One thousand nine hundred and thirty-one
at the First Baptist Church
in Bergendale

Another correct form of announcement; name of church may be omitted. A correct size of paper (folded) is $6\frac{7}{16}$x$5\frac{1}{8}$ inches.

Mr. and Mrs. David Jay Smyth
have the honor of announcing
the marriage of their daughter
Lucille
to
Mr. Frank Hoyt
on Thursday, the first of June
One thousand nine hundred and thirty-one
at the First Baptist Church
in Bergendale

For announcement of wedding; if at residence, substitute the address for name of church; or either may be omitted properly. Another correct form has the name written in, and reads "have the honor of announcing to [here write name] the marriage" etc., as above. Correct sizes of paper (folded) are $6\frac{7}{16}$x$5\frac{1}{8}$, or $6\frac{5}{8}$x$5\frac{3}{4}$ inches, or, if paneled, $7\frac{7}{16}$x$5\frac{5}{16}$ inches; $\frac{3}{4}$ inch panel.

For the marriage of a sister, above form is correct, but the name of the bride will be in full, thus: Miss Dorothy May Hawthorne.

When the invitation is sent out by a clergyman the form is: The Reverend and Mrs. John James Brown | request the honor of | [blank line for guest's name] | presence at the marriage of their daughter | , etc., as above.

When the bridegroom is a military officer of the rank of captain or higher, his rank is printed thus: Captain Thomas Jones | United States Army | (or Navy); but if his rank is below that of captain, his rank is printed thus: Mr. Thomas Jones | Lieutenant, United States Army | (or Navy).

Mr. and Mrs. Frank Hoyt

Will be at home after first of July

Eighty-five Park Street
Bergendale

For at-home card, to be enclosed with wedding announcement. A correct size is $5\frac{3}{8}$x$3\frac{3}{8}$ inches.

Owing to the death of Mrs. Smyth's sister
Mr. and Mrs. David Jay Smyth beg to recall
the cards issued for the wedding reception of
their daughter Lucille

For recall of invitations. A correct size of black-bordered card is $4\frac{7}{8}$x$3\frac{1}{8}$ inches.

1923—1933
Mr. and Mrs. John Smyth
request the pleasure of your company
at the
tenth anniversary of their marriage
on the evening of Friday, the fifteenth of June
from half after eight until eleven o'clock
at Eighty-one Park Lane
Charlottesville

For a wedding anniversary. Correct sizes of paper (folded) are $6\frac{7}{16}$x$5\frac{1}{8}$ inches, or $6\frac{5}{8}$x$5\frac{3}{4}$ inches, or, if paneled, $7\frac{7}{16}$x$5\frac{5}{16}$ inches; $\frac{3}{4}$ inch panel.

1923 J.S. 1933

[MONOGRAM OR INITIALS HERE]

Mr. and Mrs. John Smyth
will be at home
on the evening of Friday, the fifteenth of June
from half after eight until eleven o'clock
at Eighty-one Park Lane
Charlottesville

For a wedding anniversary. Correct sizes of paper (folded) are $6\frac{7}{16}$x$5\frac{1}{8}$ inches, or $6\frac{5}{8}$x$5\frac{3}{4}$ inches, or, if paneled, $7\frac{7}{16}$x$5\frac{5}{16}$ inches; $\frac{3}{4}$ inch panel.

ANNOUNCEMENTS OF DEATH AND ACKNOWLEDGMENTS OF CONDOLENCES—These forms are much used, as relieving the bereaved from the painful task of writing individual acknowledgments.

The cards and envelopes must have mourning borders, the width and the usage in regard to which are printed below.

The family of the late
Charles Howard Smyth
gratefully acknowledge your kind thought
and expression of sympathy

For acknowledgment of condolences; the address may be added in the right-hand lower corner, but usually is not. A correct size of card is 4⅞x3⅛ inches, with ¼ inch (No. 3) black border, and envelopes to match.

Mr. Charles Howard Smyth
and family
acknowledge with grateful appreciation
your kind expression of sympathy

Another form of acknowledgment of condolences. A correct size of card is 4⅞x3⅛ inches, with ¼ inch (No. 3) black border, and envelopes to match.

It is with great sorrow
that we announce the death of
Mr. James Smyth
President of this company
which occurred at Harrington, Nebraska
on Sunday, the third of August
One thousand nine hundred and thirty

Smythson Company, Ltd.
Robert Roy Smyth
Secretary

Thirty Broad Street

Announcement of demise. A correct size of paper (folded) is 6⅝x5¾ inches, with 5/32 inch (No. 2) black border and envelopes to match.

EXAMPLES OF MOURNING BANDS

Italian

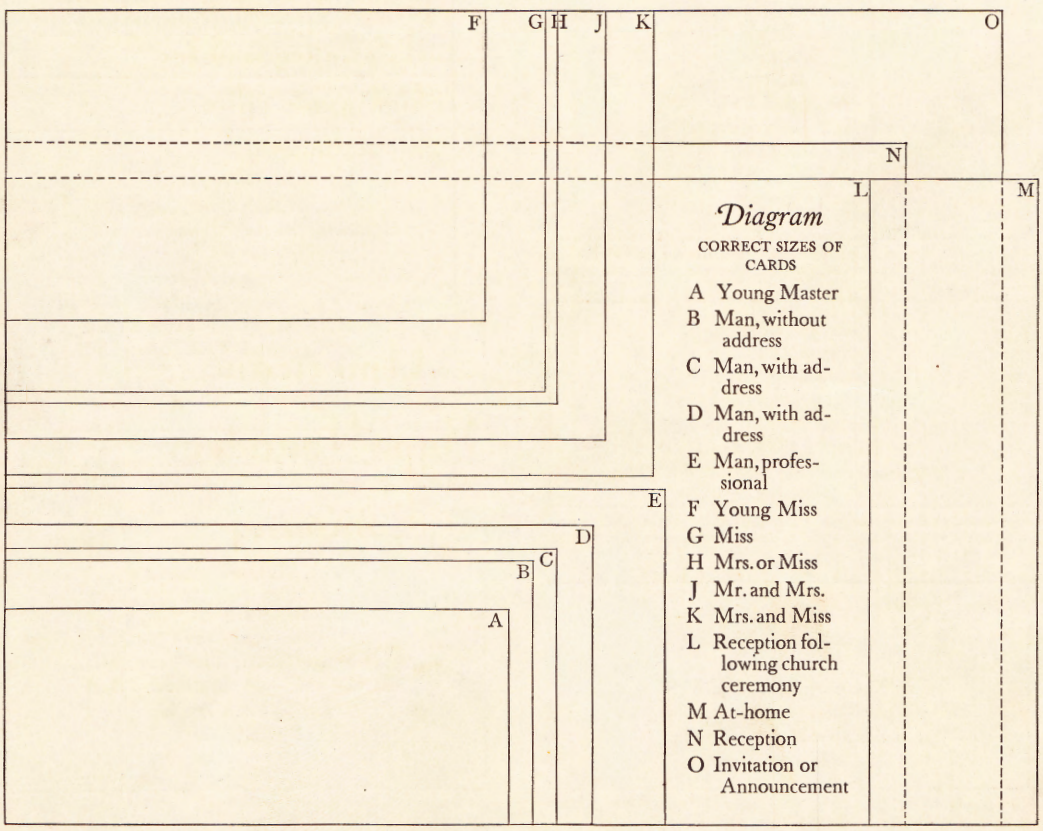
No. 1

No. 2

No. 3

No. 4

No. 5



Diagram

CORRECT SIZES OF CARDS

A Young Master
B Man, without address
C Man, with address
D Man, with address
E Man, professional
F Young Miss
G Miss
H Mrs. or Miss
J Mr. and Mrs.
K Mrs. and Miss
L Reception following church ceremony
M At-home
N Reception
O Invitation or Announcement

This insert is printed on BLUE CHESTERFIELD PAPETERIE
Basis 21½ x 33—76 lbs.
Made by the AMERICAN WRITING PAPER CO.
Holyoke, Mass.



Script Type Faces

Selected designs adapted for use on correct society printing and for high-grade office stationery

American Type Founders Company

This insert is printed on BLUE BISCAY WEDDING, plate finish
Basis 21½x33—76 lbs.
Made by the AMERICAN WRITING PAPER CO.
Holyoke, Mass.

Script Type



The manufacture of script type faces is still a very important part of our business. There are various kinds of highly profitable printing to which script faces are better adapted than any other types, hence the constant demand. The beautiful script faces shown in this catalogue meet every requirement for all kinds of printing where the use of script type is desirable

American Type Founders Company

SET IN ROUNDHAND SERIES

VOCATIONAL CAMEO

Typo Upright

48 Point 3 A 10 a

Best Encyclopedia

36 Point 4 A 14 a

Metropolitan Theatres

30 Point 5 A 18 a

Smart Handwriting Expert

24 Point No. 1 6 A 21 a

Beautiful Engravings Duplicated

24 Point No. 2 7 A 26 a

Customers Admire Aristocratic Letter

18 Point 9 A 35 a

Noted Foreigner Given Agreeable Surprise

14 Point 9 A 44 a

Printed Social Stationery
Will Interest Fashionable People

12 Point 10 A 48 a

Graduates Receive Diplomas
Brilliant Valedictorian Congratulated

Characters in Complete Font

A B C D E F G H
I J K L M N O
P Q R S T U V
W X Y Z Th Tu &
$ 1 2 3 4 5 6 7 8 9 0
a b c d d e f g h h i
j k l m n o o' p q r r
s s t u v w x y z rs of
. , ‘ ‘ , ; - ’ : ; ! ?

The Elite Milliners Company

Grosvenor Square East, New York

Beginning Monday morning, April first, at nine-thirty oclock
we will show the most recent creations in

Spring Hats

rtest conception of the foremost
n designers, and will be
attractive prices

Hours 7 to 9 p. m.

Dr. Edmund Wright

Chiropractor

736 Fifth Avenue Newport, Ohio

Typo Upright Bold

18 Point 9 A 29 a

Remarkable Testimony
Extraordinary Metamorphosis

14 Point 11 A 32 a

Inspect Brilliant Cavalcade
Formidable Undertaking Accomplished

12 Point 11 A 45 a

Recent Classification Quite Difficult
Versatile Electrician Shows Resourcefulness
Great Mathematician Honored

60 Point 3 A 9 a

Distinguished

48 Point 3 A 10 a

Acknowledgment

36 Point 4 A 13 a

Wonderful Invention

30 Point 5 A 16 a

Magnificent Forces

24 Point No. 1 7 A 20 a

Serviceable Qualification

24 Point No. 2 8 A 23 a

Compiles Interesting Report

Characters in Complete Font

A B C D E F G H I J K L
M N O P Q R S T U V W
X Y Z Th Tu & $ 1 2 3 4 5 6
7 8 9 0 a b c d e f g h i j k l
m n o o' p q r s s' t u v w x y z
, ' ' . ‘ , ; - ’ : ; ! ?

You are cordially invited to attend the
fourth subscription

Festival of Hungarian Music

produced under the auspices of the
Musical Art Society at Stanchley Lyceum on
Friday evening, June fourth

Please present card at door

John Henry Sterling
Director

Typo Script

60 Point 3 A 8 a

Hesperian

48 Point 3 A 10 a

Rhapsodical

36 Point 4 A 14 a

Beautiful Girls

30 Point 4 A 17 a

Captivated Knight

24 Point 6 A 20 a

Delightful Atmosphere

18 Point 8 A 24 a

Mighty Behemoth
Invited Everybody Out
Bought Automobile

14 Point 8 A 32 a

Remarkable Personality
Famous English Psychologist
Cordial Reception
Entertained Vast Assemblage

Characters in Complete Font

A B C D E F G H I J K
L M N O P Q R S T U V
W X Y Z & $ 1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l m n o ó p q r s ß t
u v w x y z . : , ; - ' : ; ! ? ,'

Annual Theatre Party

tendered to the employees of the

Mechanicsburgh Banking Company

to be held at

Coyle's Century Roof Garden

Monday evening, September first

at eight o'clock sharp

Typo Script Extended



The Croydon Galleries
Rochester

Showing of Early

Italian Engravings

From the private collection of
Baron Jean de Clevis
Paris, France

April Seventh to Twelfth
Ten to Four-thirty

Catalogues may be had for a small fee

Mr. Horace Latimer

Washington, D.C.

60 Point 3 A 7 a

Majestic

48 Point 3 A 9 a

Knapsack

36 Point 4 A 12 a

Synchronize

30 Point 4 A 14 a

Redfield Bank

24 Point 6 A 18 a

Large Aeroplanes

18 Point 8 A 24 a

Delightful Chat
Pleasant Surroundings

14 Point 8 A 32 a

Manufactured Fabric
Building Terminal Extension

12 Point 10 A 40 a

Preferred Stockholders
Marine International Companies

Characters in Complete Font

A B C D E F G H I J K L M N O P Q
R S T U V W X Y Z & $ 1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l m n o ó p q r s ś t u v w
x y z . : , ; - ' : ; ! ? , '

Typo Slope

48 Point 3 A 9 a

Negotiates

36 Point 4 A 11 a

Refined Men

30 Point 4 A 13 a

Great Diplomat

24 Point No. 1 5 A 16 a

Mysterious Scholar

24 Point No. 2 5 A 19 a

Wonderful Personality

18 Point 7 A 23 a

Unabridged Encyclopedia

14 Point 8 A 27 a

Splendid Library
Magnificent Building
Rare Volumes

12 Point 9 A 32 a

Musical Comedy
Delightful Entertainment
Well Attended

Characters in Complete Font

A B C D E F G H
I J K L M N O
P Q R S T U V
W X Y Z Th Tu & $
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j
k l m n o o' p p q r r
r. s s' t u v w x y z rs
, ' ½ . ¼ , ¾ - ' : ; ! ?

Informal Dance

Given for the benefit of the Metropolitan Welfare League
Society of Philanthropists

Friday Evening, April 4th

Eight-thirty o'clock

Ball Room, Hotel Walheim, Independence Square
Providence, Rhode Island

Elizabeth Rembrandt
Philadelphia

Announcing a special
showing of

Dainty Lingerie

in the latest and most
distinctive designs

Exhibited on the third floor in the
Fashion Department

Wednesday, May fifth
Half after three

Characters in Complete Font

A B C D E F G H I J
K L M N O P Q R S
T U V W X Y Z Th Tu
& $ 1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l m n
o o' p q r s s' t u v w x y z
, / ½ . ¼ , ¾ - ' : ; ! ?

48 Point 3 A 12 a

Reproduce
Magnificent

36 Point 4 A 15 a

Lithographed
Design Pleasing

30 Point 5 A 18 a

Highest Quality
Kentucky Tobaccos

24 Point No. 1 6 A 22 a

Suspend Judgment
Night Editions Helped

24 Point No. 2 8 A 25 a

Invention Safeguarded
Royalty Cheered Acrobats

18 Point 10 A 32 a

Extraordinary Manuscript
Delightful Country Residences
Important Structures

14 Point 12 A 40 a

Wonderful Encyclopedias Bought
Unprejudiced Photographer Exonerated
Remarkable Demonstrations

60 Point 3 A 5 a

English

48 Point 4 A 9 a

Republic

36 Point 4 A 11 a

Delightfully

30 Point 5 A 13 a

Exhibited
Great Courage

24 Point 5 A 18 a

Anniversary
National League

18 Point 7 A 25 a

Remarkable
Valedictory Oration

14 Point 9 A 32 a

College Diplomas
Beautifully Engraved

12 Point 10 A 38 a

Inspiring Reception
Society Honors Foreigner

10 Point 11 A 43 a

Exquisite Lettering
Pleases Handwriting Expert

Characters in Complete Font

A B C D E F G
H I J K L M N
O P Q R S T U
V W X Y Z & $
1 2 3 4 5 6 7 8 9 0
a b c d ∂ e f g h
i j k l m n o p q
r s t u v w x y z
. , = ' : ; ! ?

Pearls

A Necklace of genuine Pearls
is one of the most charming
gifts that one can give
to womankind

Gifts of Nature
Kaleideo Pearls
New York

EXAMPLES

OF

Announcements, Invitations Society and Business Printing

SET IN SCRIPT AND OTHER FACES IN A VARIETY OF PLEASING COMBINATIONS SELECTED FOR THE GUIDANCE OF THE LETTERPRESS PRINTER

American Type Founders Company

THE LEADING TYPE FOUNDER OF THE WORLD

SET IN ROUNDHAND AND CASLON OPENFACE TITLE

For Correctly Worded Forms and Proper Sizes of Stock see Pages 389-396 "Correct Society Printing for Letterpress Printers"

This insert is printed on
DORRINGTON PAPETERIE WHITE WEDDING, plate finish
Made by the AMERICAN WRITING PAPER CO.
Holyoke, Mass.

A Special Invitation to become a

Life Member

of the

Metropolitan Country Club

Pinehurst Manor

in accordance with the unanimous action of

The Board of Governors

is hereby extended to

John L. Bathurst

THIS INVITATION IS ONE OF A LIMITED NUMBER ISSUED TO REPRESENTATIVE MEN IN BUSINESS AND IN THE PROFESSIONS. IT IS EARNESTLY DESIRED THAT THE RESTRICTED ROSTER OF LIFE MEMBERS BE COMPLETED WITHOUT ISSUING FURTHER INVITATIONS. AN EARLY RESPONSE IS THEREFORE MOST ESSENTIAL

Metropolitan Country Club

Charles Dwight Birmingham
President

Raymond Page Montague
First Vice-President

George Edward Whitehouse
Second Vice-President

Herbert Franklin Adamson
Secretary and Treasurer

Nota Bene

The names of the selected

Founder Life Members

of the

Metropolitan Country Club

are to be perpetuated on a fine Bronze Tablet to be placed in the Main Club Building. It is therefore requested that on the acceptance of this invitation to membership such member will plainly write his name below just as he wishes it reproduced

_____

SET IN TYPO SCRIPT EXTENDED AND COPPERPLATE ROMAN


Quincy Alumni Association
cordially invites you to attend its
Twentieth Annual
Graduation Subscription Dance
Thursday evening, April eighth
eight-thirty o'clock
Hotel Iroquois Ballroom
SET IN TYPO SLOPE
Telephone Montrose 4974
University Stationery Company
FINE SOCIETY PRINTING
East Birchwood
Announcements
Invitations
Cards
Represented by
ERNEST JOHNSON
SET IN TYPO SLOPE AND COPPERPLATE GOTHIC SHADED
Telephone South 3456
Dr. Royal Davenport
NERVE SPECIALIST
Medical Arts Building
Detroit, Michigan
SET IN ROYAL SCRIPT AND COPPERPLATE GOTHIC SHADED

Mr. and Mrs. George Ringwood
request the honor of your
presence at the marriage of their daughter
Evelyn Margaret
to
Mr. Philip Edgar Dudley
on the evening of Thursday, the first of June
at seven o'clock
at Dwight Street Reformed Church
Burlington, Virginia

SET IN TYPO SCRIPT

Reception
from eight until eleven o'clock
at the Hotel Stratford
Burlington

SET IN TYPO SCRIPT EXTENDED

TELEPHONE DESERT 2165

Douglas Insurance Company

EQUITABLE INSURANCE BUILDING

Salt Lake City

HOMER BROWN
PRESIDENT

SET IN
BOND SCRIPT AND
MERCANTILE

The Directors of the

Fairfield National Bank

Announce the

Opening of the Roslyn Branch

Fourth and Halsey Streets

Fairfield, Ohio

and invite your inspection

Wednesday afternoon, September thirtieth

between the hours of one and four

This fine structure will be devoted entirely to the interests of our patrons and every service will be offered consistent with sound banking practice

SET IN BOND SCRIPT

The honor of your company is requested at the

Testimonial Dinner

to be tendered to

Mr. Henry Lewis Boulton

by business associates and friends
on the occasion of the opening of the

New Library

on Saturday, the twentieth of November
One thousand, nine hundred and twenty-three
at six-thirty o'clock

Hotel Palais Royal

Committee:

Miles Sherman, Chairman Perry Remey, Treasurer

Bernard Amend	William F. Johnston	Burton D. Rich
Harvey N. Bloomer	Abraham Klein	Edgar Schermerhorn
Charles Blythe	Guy O. Masterson	Irving M. Thayer
J. Francis Clarke	Seymour J. Morley	Stuyvesant Tyler
Lester Emerson	Howard Oliphant	Maxwell Wyckoff
Richard Holbrook	Frank S. Rathburn	Leslie Young

Acceptances must be received before Monday, the tenth of November
Please reply on the enclosed card

SET IN TYPO UPRIGHT

Annual Charity Ball

under the auspices of

Kingsley Musical Association

to be held in the

Ball Room, Hotel Loraine

Friday evening, the fourteenth of April

at nine o'clock

Proceeds for the
Home for Aged Musicians

Regal Orchestra

SET IN TYPO SHADED

November_____

Perry Remey, Treasurer

Essex Building, Rochester

Dear Sir:

Enclosed herewith is my check for $_____

for____ covers for the dinner to be given in honor of Henry L. Boulton, at the Hotel Palais Royal, Saturday evening, November twentieth, at six-thirty

Name_____

Address_____

SET IN TYPO UPRIGHT



SPENCER PUBLICITY BUREAU

Advertising Experts

GRAPHIC ARTS BUILDING

Washington

SET IN TYPO UPRIGHT BOLD AND CASLON OPENFACE TITLE
STATIONERS INITIAL

BUILD YOUR HOME AMONG THE PINES

Independent Realty Company

EXCLUSIVE SUBURBAN HOMES

725 Cabot Street, Mapleton

RODERICK FOSTER

SET IN TYPO UPRIGHT BOLD AND ENGRAVERS BOLD

WOLVERINE STATE AGENCY

Eureka Manufacturing Company

CEDAR RAPIDS

HENRY BOND
SALES MANAGER

SET IN TYPO SCRIPT AND ENGRAVERS BOLD

White

Dorrington Wedding

PLATE FINISH

Is the Correct Paper to use for Society and Business Printing

SET IN STATIONERS SEMISCRIPT AND CASLON OPENFACE

Oriental Department

We wish to announce
an interesting exhibition of

Prayer Rugs and Art Objects

just received from abroad
that will surely appeal to the most
exacting connoisseur

Thornton's Oriental Bazaar

hester Boulevard

ashington

Maison Renard

The Paris Shop of America

A shop of quality
where styles are created
as in Paris

Some exquisite Tea Gowns are
shown in this booklet

New Marquette Building
Philadelphia

Bernhardt Company

Fine Gold Jewelry

Pontiac Watches

327 Dwight Avenue
Holyoke, Mass.

Adscript Series

PATENTED MAY 9, 1916 REGISTERED NO. 655,641

48 Point 4 A 11 a

Perfected
Independent

36 Point 4 A 13 a

Advertising
School Diploma

24 Point 6 A 19 a

Beautiful Gowns
Finest Lace Embroidery

18 Point 9 A 28 a

Reliable Customers
Expecting Unusual Originality
Soliciting Brought Results

12 Point 11 A 44 a

Prosperous Retail Merchants
Purchase Handsomely Bound Encyclopedia
Exquisite Characteristic

Winter Fashion Exhibition

November Sixth

An exceptional assortment of stylish gowns imported for this occasion

Dainty Parisian Modes

Roberson Building

Montclair, Idaho

Adscript

Here is a series that appears to be a script, yet it is not exactly a script, for the letters are cast in regular straight body and there are no kerns or overhanging characters; the letters do not join as in script type, and there are no hair-lines. Adscript is cast point set and the capitals and lower case of various sizes can be used together, something not practicable when using the regular script faces

American Type Founders Company

Characters in Complete Font

A B C D E F G H I J K L M N O P Q R
S T U V W X Y Z & $ 1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l m n o p q r s ſ t u v
w x y z , . , - ' : ; ! ?

Commercial Script

18 Point 6 A 19 a

Introduced
European Diplomats

14 Point 8 A 23 a

Illustrated Lecture
Graduating Class Exercises

12 Point 8 A 32 a

Musical Entertainment
Women's Symphony Orchestra
Grandville Auditorium

Characters in Complete Font

A B C D E F G
H I J K L M N
O P Q R S T U
V W X Y Z & $
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i
j k l m n o p q r
s ſ t u v w x y z
, ' . - , ; - ' : ; ! ?

60 Point 3 A 5 a

Certificates

48 Point 3 A 5 a

Regal Bank

36 Point 3 A 10 a

Mercantile
Drawing School

30 Point 4 A 10 a

Handmade
Imported Lingerie

24 Point 4 A 14 a

Independent
Insurance Corporations

The Northern Banking Company

Our Business Policy

Like certain professions, banking creates an atmosphere of dignity. We do not, however, let dignity overplay its part in satisfying the requirements of our various clients, but solve their banking problems by hearty and intimate co-operation

January Second

Melvin Smith, President

Bank Script

48 Point 3A 5a

Heptarchy

36 Point 3A 7a

Recapitulated

24 Point 4A 11a

Short Journey
Emphatic Answer

18 Point 6A 14a

Botanical Specimen
Delightful Performance

14 Point 6A 25a

Great Engineering Feat
Completes Notable Undertaking

Characters in Complete Font

A B C D E F
G H I J K L
M N O P Q R
S T U V W X
Y Z & $ 1 2 3
4 5 6 7 8 9 0
a b c d e f g h i
j k l m n o o' p
q r s t u v w x y z
. , ; = ' : ; ! ? /

We hereby announce the opening of
the Buffalo branch of the

Seventh National Bank

of San Francisco

All our customers are cordially invited
to visit this office at any time

Archibald Partridge, President

Bond Script

Exhibition of Work

Bond Trade School

Rochester

July First to Tenth

Ten to Four-thirty

A display of the best work turned out during the last term

You are cordially invited to attend the service given in

Unity Church

Sunday, May First

to celebrate the Seventieth Anniversary of its organization

Special Organ Music

Rev. Paul Hyman
Rector

48 Point 3 A 7 a

Metaphysic

36 Point 4 A 10 a

Split Infinitive

24 Point 6 A 18 a

Unsatisfactory Architectural Designs

18 Point 7 A 20 a

Holiday Pantomime
Complimentary Endorsement

12 Point 8 A 30 a

Newspaper Owner Honored
Remarkable Journalistic Enterprise

Characters in Complete Font

A B C D E F G
H I J K L M N
O P Q R S T U
V W X Y Z & &c.
$ 1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k
l m n o p q r s t u v
w x y z . , - ' : ; ! ?

University Script

30 Point 4 A 12 a

Matriculation
Different Subjects

24 Point 5 A 15 a

Literary Classic
Italian Archaeology

18 Point 7 A 21 a

University Scholarship
College Buildings Dedicated

14 Point 8 A 24 a

Professor Joins Faculty
Sophomores Challenged Freshmen

Characters in Complete Font

A B C D E F G
H I J K L M N
O P Q R S T U
V W X Y Z Mr Mrs
Th Th Wh Co. & Co. & $
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k
l m n o p q r s t u v
w x y z . , - ' : ; ! ?

Semi-Annual Conference
of the
Hampshire Engineering Society
to be held on
Wednesday Afternoon and Evening
September Twenty-fourth

Topic for Discussion:
The Rapid Development of Hydraulic Engineering
Dr. Charles Smithers, Leader

Royal Script

An interesting display
of the latest

Winter Fashions

awaits your approval
and offers great
variety at

The Elite Shop

Broadway and Grand
San Francisco

Lucille Harmon

Miss Florence Burke

Piano Instruction

48 Point 3 A 6 a

Defended

36 Point 4 A 11 a

Magniloquent

30 Point No. 551 4 A 12 a

Lids Replaced

30 Point No. 552 4 A 12 a

Beautiful Home

24 Point No. 551 6 A 18 a

Stylish Decorators

24 Point No. 552 6 A 18 a

New Samples Given

18 Point No. 551 7 A 21 a

Regular Customer
Admire Ideal Proposal

12 Point No. 551 9 A 36 a

Distinguished Gentleman
Merchants Entertaining Diplomat

Characters in Complete Font

A B C D E F G H I J K L M N O P Q
R S T U V W X Y Z & $ 1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l m n o p q r s t u v
w x y z , ' . , - ' : ; ! ?

Steelplate Script

30 Point No. 551 — 4 A 12 a

Hydraulic Test

Magnificent Estate

24 Point No. 551 — 6 A 18 a

Indignant People

Serious Autobiography

24 Point No. 552 — 6 A 18 a

National Jurisprudence

Brilliant Speakers Heard

12 Point No. 550 — 8 A 32 a

Elaborate Costumes and Scenery

Wonderful Shakspercan Productions

Superb Acting Throughout

Characters in Complete Font

A B C D E F G

H I J K L M

N O P Q R S T

U V W X Y Z & $

1 2 3 4 5 6 7 8 9 0

a b c d e f g h i j k l

m n o p q r s t u v w x

y z . , - : ; ! ? _ -

Characters - not made for 12 Point size

Tenth Semi-Annual Meeting

Board of Directors

of the

Cartright Pulp and Paper Company

will be held on

Wednesday, October Twenty-third

At two o'clock

A resolution to increase the capital stock of this corporation and other matters of importance will be brought up for consideration at the meeting

The Frank Mayland Company

desires to announce that their

Spring Stock of Imported Millinery

will be ready for your inspection on

Wednesday, February Twenty-fourth

from one-thirty to five-thirty

Madame Yvette Palay

extends a cordial invitation to yourself and friends

to visit her newly decorated

Cafeteria and Tea Shoppe

which will be formally opened to serve

patrons on the afternoon of

Wedn

Open Evenings

Mr. and Mrs. Louis Druel

At Home

after March twenty-second

Stationers Semiscript

42 Point 3A 8a

Mighty Idea

36 Point 4A 10a

Awards Judgment

30 Point 4A 12a

Knickerbocker
Beautifully Decorated

18 Point 6A 19a

Qualified Members
Honors European Adventure

12 Point 7A 29a

Reproduction Unsatisfactory
Artist Intended Sanitary Improvement

Characters in Complete Font

A B C D E F
G H I J K L
M M N O P Q
R S T U V W
X Y Z Qu & $
1 2 3 4 5 6 7 8 9 0
a b c d d e e f f g h i
j k l l ll m n o p q r r
s ſ ß s t t z u v w x y z ff
fi fl . , - ' : ; ! ? ( )

Exercises and Formations

given by cadets of the

Jutger Military School

Wednesday, February Nineteenth

From two to three

Grove City, North Dakota

Enrollments will be open at this time

Huntington Service Bureau

SPECIALISTS IN BUSINESS-BRINGING PUBLICITY
FOR MAKERS OF STAPLE PRODUCTS

Brighton, Ohio

NEW YORK OFFICE — BOTH TELEPHONES

The
Alpenbigher Corporation

INVITE YOUR ATTENTION
TO THEIR LATEST AND EXCLUSIVE DISPLAY
WHICH INCLUDES

Unique Spring Creations
Direct from Paris

TAILLEURS · GOWNS · LINGERIE
MANTEAUX · MILLINERY
SPORT CLOTHES

LATEST EASTER RE
MEZZANINE F

North Youngm
Burlingto

Miss Emily Highton

The American Type Founders Company

Acknowledged

Thousands upon thousands of printers and publishers acknowledge the American Type Founders Company to be the world's leading manufacturer and seller of superior

JOB AND BODY

Type

FOR more than thirty years it has diligently served the trade with its best productions in type, borders, ornaments, brass rule, metal leads and slugs, metal furniture, printing presses, paper cutters and all other requirements of the printing office

SET IN ROUNDHAND AND GARAMOND VANITY INITIALS

Shaded Type Faces

SUITABLE DESIGNS to meet the requirements of printers who wish to obtain exclusive grey-tone or engraved effects. These shaded faces are especially desirable for the office specializing in high-class stationery and society printing

AMERICAN TYPE FOUNDERS COMPANY

This insert is printed on BLUE BISCAY WEDDING, plate finish
Basis 21½x33—76 lbs.
Made by the AMERICAN WRITING PAPER CO.
Holyoke, Mass.

Shaded Faces

VERY EFFECTIVE WHERE THE
TOUCH OF FRESHNESS AND EXCELLENCE
IS DESIRED IN PRINTING

American Type Founders Company

Everything for the Printer



HAFTEL ORNAMENT

Cheltenham Bold Shaded

PATENTED SEPT. 1, 1914 REGISTERED NO. 627,272

72 Point 3 A 4 a

MIX

Club

60 Point 3 A 4 a

RIDE

Scald

48 Point 3 A 5 a

KNOB

Design

42 Point 3 A 6 a

FRESH

Ordeals

36 Point 3 A 6 a

BINDS

Relight

30 Point 5 A 8 a

HERON

Naphtha

24 Point 5 A 10 a

METHOD

Quicksand

18 Point 8 A 15 a

RECKONER

Inducts Child

14 Point 11 A 22 a

MODERNIZED

Scientist sought rare implements

12 Point 13 A 26 a

DEBONAIR BOYS

Pick business office where lead concern reported conditions

10 Point 14 A 27 a

REMARKS SIGNED

Excellent address was made protecting many people of rural district

8 Point 16 A 33 a

ENGINEER PRODUCED

Severe objection when the contracts for paving roads caused disturbance before gathering of indignant men

Characters in Complete Font

A B C D E F G H I

J K L M N O P Q R

S T U V W X Y Z & $

1 2 3 4 5 6 7 8 9 0

a b c d e f g h i j k

l m n o p q r r s t u

v w x y z ff fi fl ffi ffl

. , - ‘ ’ : ; ! ?

Cheltenham Bold Italic Shaded

14 Point 14 A 26 a

MICROSCOPE
Grave scientists
describe marvel

12 Point 16 A 29 a

NICE MUSICIAN
Considerate leader
raised contribution
for weary laborers

10 Point 18 A 36 a

SIMPLE GARDENS
Clever orchard effect
obtained at daybreak
amuses timely tourist

8 Point 21 A 40 a

EXCHANGE BUILDING
Many conveniences lately
installed reported feasible
and delighting our tenants

30 Point 6 A 9 a

BONDS
Delights
children

24 Point 7 A 12 a

CHOSEN
Elaborate
formation

18 Point 10 A 17 a

RESPONSE
Six members
debate order

72 Point 3 A 5 a

RIG
End

60 Point 4 A 6 a

BUD
Sight

48 Point 4 A 7 a

MINE
Uprise

36 Point 5 A 8 a

HOMES
Grayling

Characters in Complete Font

A B C D E F G H I
J K L M N O P Q R
S T U V W X Y Z & $
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k
l m n o p q r s t u
v w x y z ff fi fl ffi ffl
. , - ‘ ’ : ; ! ?

Cheltenham Bold Shaded *and Italic*

THE KENMORE

Luncheon Shop and Soda Fountain

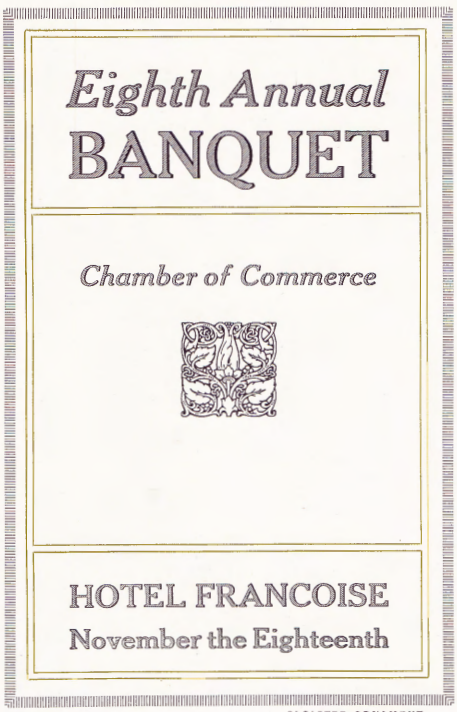
French Pastries, Fancy Ices, Cooling Drinks
Candies, Salads and Sandwiches
Remembrance Gifts



CONNECTED WITH THE HOTEL KENMORE
Main Entrance, Congress Street
NEW HAVEN, CONN.



HAFTEL BORDER FLORAL DECORATOR



CLOISTER ORNAMENT

The Rostand School for Girls



Secretarial Training
History of Art
Music

Miss Helen J. Nearing
Principal

AMERICAN BORDER FLORAL DECORATOR

Henri Sydel

WISHES to announce the opening of a new studio, where he will extend his service in the capacity of

Decorative Artist



516 New Station Building
San Francisco

HAFTEL ORNAMENT

Spring Showing

JUST received from Paris, the very newest importation in Spring Hats for Madame and also Mademoiselle

Beginning March Fifth

The Robert M. Hartinger Co.

Seventh Street and Montgomery Avenue

AMERICAN BORDER

Cheltenham Extrabold Shaded

PATENTED APRIL 9, 1918 REGISTERED NO. 650,177

48 Point 3 A 4 a

Sleigh

42 Point 4 A 6 a

Reptile

36 Point 4 A 7 a

Minstrel

30 Point 5 A 8 a

Distribute

24 Point 6 A 9 a

Bright Clerk

18 Point 8 A 15 a

HEROIC DEAN
Choir Gathered

14 Point 11 A 22 a

EMBERS BURNED
Plated Implements

12 Point 14 A 26 a

KNIGHT ENTHRONED
Distinguished Members

10 Point 16 A 30 a

NEIGHBOR RESPONDED
Quietness Prevailed Daily

8 Point 17 A 35 a

GOLDENROD ADORNS PORCH
Colorful rural garden gladdened
many children of the larger cities

Characters in Complete Font

A B C D E F G H I
J K L M N O P Q R
S T U V W X Y Z & $
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k
l m n o p q r r s t u
v w x y z ff fi fl ffi ffl
. , - ‘ ’ : ; ! ?

TWENTIETH CENTURY
EDITION

Ballads

This set contains
three volumes of
all the time-tried
rhymes, and will
make a good gift

Seven Dollars
The Set

Milton Nordile
Compiler
North Detroit

Cheltenham Extrabold Shaded

HEMINFORD

GRAND PIANOS

Used exclusively by most of
the great singers appearing
before the public

Renowned throughout the world
for their sterling merit

CHICAGO	PARIS	LONDON
126 New Street	10 Rue Royale	513 Kingsway

ENGRAVERS BORDER

Anniversary Plate

Special showing of new designs in this extremely attractive silverware

Thursday, September twenty-second

RICHARDSON & BENDERHURST

Main Floor near Grand Street Entrance

Antique Shaded

72 Point 3 A 4 a

Hot

60 Point 3 A 4 a

Map

48 Point 3 A 4 a

Rigor

42 Point 3 A 4 a

NOUN
Quack

36 Point 3 A 4 a

SHOCK
Employ

30 Point 4 A 6 a

BONDER
Irate Man

24 Point 4 A 7 a

REBUS
Musing
an hour

18 Point 7 A 11 a

EMBERS
Boy scout
tends fire

14 Point 9 A 17 a

MUSICALE
Big receipts
benefit poor

12 Point 10 A 20 a

NUMBERING
Inventor likes
the intricately
fitted machine
to work nicely

10 Point 12 A 22 a

INSTRUCTORS
Reads literature
containing most
beautiful phrase
written in years

8 Point 14 A 26 a

MERCHANT SAILS
Around the world in
about seven months
combining pleasure
with business spirit

Characters in Complete Font

A B C D E F G
H I J K L M N
O P Q R S T U V
W X Y Z & $ 1 2
3 4 5 6 7 8 9 0
a b c d e f g h i
j k l m n o p q r
s t u v w x y z
. , - ‘ ’ : ; ! ?

Antique Shaded

Merdox Lamps

Many New and Pleasing Designs on
Exhibition at the

Utica Electric Show



Westminster Electrical Corporation

Booth Nineteen, Main Floor

GRECIAN SHADED BORDER FLORAL DECORATOR

HUTCHING & ROBENSON

wish to announce the change of their
address and telephone number to

734 Portchester Street

Telephone Broad 5709

It is hoped that this new location will prove
more convenient for their clients

SECURITIES . STOCKS . BONDS . MORTGAGES

Cast on Art Line

Bodoni Bold Shaded

PATENTED FEB. 16, 1915 REGISTERED NO. 627,280

48 Point 4 A 8 a

Heights

42 Point 4 A 8 a

Biplicate

36 Point 5 A 8 a

Dislodged

30 Point 6 A 10 a

ENHANCES
Reproduced

24 Point 6 A 12 a

NIGHTSHADE
Knickerbocker

18 Point 10 A 20 a

REGULAR HELPS
Private Conference

14 Point 15 A 30 a

TEACHINGS RESUMED
Many Followers Instruct

12 Point 17 A 32 a

BEAUTIFUL EXHIBITION
Displays Several Specimens

10 Point 19 A 36 a

PROMINENT SALES WOMEN
Superintendent Bestows Honor

8 Point 21 A 41 a

MOST REMARKABLE FEATURES
Extraordinary Performance Scored

Characters in Complete Font

A B C D E F G H I J
K L M N O P Q R S
T U V W X Y Z & $
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l m n
o p q r s t u v w x y z
ff fi fl ffi ffl “ ” . , - ‘ ’ : ; ! ?

The
PINES
CABARET

Anticipating the needs of out-of-town shoppers and pleasure-seekers we have refurnished our quarters to meet the requirements of transient patrons, also enabling former habitues to meet their old friends The spacious dance floor will add to your pleasure

SIXTY GREEN STREET
NEW YORK

Franklin Gothic Condensed Shaded

PATENTED APRIL 9, 1918 REGISTERED NO. 639,895

Characters in Complete Font

A B C D E F G H I J
K L M N O P Q R S
T U V W X Y Z & $
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l
m n o p q r s t u v w
x y z . , - ‘ ’ : ; ! ?

REMINGTON
FASHION BOOK

Embracing the
latest style creations for
the well dressed
woman

PRICE 20 CENTS

Issued by the
PRINCESS FASHION GUILD
Jacksonville, Mich.

48 Point 5 A 8 a

Magical

42 Point 5 A 9 a

Hydrants

36 Point 5 A 10 a

Intelligent

30 Point 6 A 12 a

Skylark Flew

24 Point 8 A 14 a

RECONSTRUCT
Giant Buildings

18 Point 11 A 21 a

EDITORS HONORED
Journalism Student

14 Point 15 A 30 a

PHOTOGRAPH CAMERA
Exhibits Elegant Picture

12 Point 17 A 34 a

NEW SCHEDULE OPERATES
Railroad Officials Announce

10 Point 19 A 38 a

SOCIAL CLUB GIVES BANQUET
Friendly Helpers Enjoy Speech

8 Point 22 A 42 a

LARGEST AEROPLANE MAIL CARRIER
Government Bought Powerful Airship

Roycroft Tinted

60 Point 3 A 4 a

Might

48 Point 3 A 5 a

English

36 Point 3 A 6 a

INJURED

Stipulated

30 Point 4 A 8 a

EXERTION

Magnificent

24 Point 5 A 10 a

RECOGNIZE

Light Brigade

18 Point 8 A 14 a

HISTORIC MINE

French Character

12 Point 12 A 24 a

SCIENTISTS CONVENE

Noted physician explained theories of new invention

Characters in Complete Font

A B C D E F G H

I J K L M N O

P Q R S T U V

W X Y Z & $ 1 2

3 4 5 6 7 8 9 0

a b c d e f g h i

j k l m n o p q r

s t u v w x y z

fi fl . , - ' : ; ! ?

The following special characters are sold in separate fonts

The a h m n f t u &

fh fi fl ft M R @

Ye Established 1863

Olde Curiosity Shoppe

Books
Curios
Silverware
Furniture
Antiques

BRIGHTON · MICHIGAN

HAFTEL ORNAMENT

Curtis-Post

Characters in Complete Font

A B C D E F G
H I J K L M N
O P Q R S T U
V W X Y Z @ $
1 2 3 4 5 6 7 8 9 0
a b c d e f g h
i j k l m n o p
q r s t u v w x
y z ff fi fl ffi ffl
. , - ’ : ; ! ?

The following special characters are supplied with 12 and 14 Point fonts. They are sold in separate fonts from 18 Point to 72 Point inclusive

The of ct o ſ ſi ſl
E O R S

54 Point carried in stock only at Foundry

72 Point 3 A 4 a

But

60 Point 3 A 4 a

RIM

Hail

48 Point 3 A 4 a

SIGN

Dyke

18 Point 6 A 10 a

HINDER
Gigantic
silo kept

30 Point 3 A 5 a

NECK

Dispel

42 Point 3 A 4 a

BUSH

Eaglet

14 Point 7 A 12 a

REMINDS
Urges boy
to explain
club rules

24 Point 4 A 6 a

SURGE
Behind
anglers

36 Point 3 A 4 a

PROBE

Critical

12 Point 8 A 15 a

NOTED BROKER ELECTED
Many prominent people sign petition asking governor for his strong support of project

Washington Text Shaded

48 Point 3 A 5 a

Etched

42 Point 3 A 6 a

Darling

36 Point 3 A 6 a

Hardship

30 Point 4 A 8 a

Metropolis

24 Point 4 A 10 a

Reclaimed
Bibliographer

18 Point 6 A 18 a

Export Clerk
Torn Manuscript

14 Point 8 A 25 a

Social Leaders
Illustrated Guidebook

12 Point 10 A 32 a

Brilliant Statesman
Complete Exhibit Displayed

10 Point 12 A 34 a

Military Information
Reach Amicable Understanding

8 Point 15 A 45 a

Enlarged Industrial Commission
Will Revise Debating Rules for Chamber

Characters in Complete Font

A B C D E F G H I J
K L M N O P Q R S
T U V W X Y Z & $
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l m
n o p q r s t u v w x y z
o'c r rs . , - ' : ; ! ?

Characters o'c r rs furnished with all sizes except 42 and 48 Point

Announcement

The members and their friends are very cordially invited to attend the

Annual Dinner and Ball

Roselle Sport Club

Rochester, Maryland

Friday Evening, May Sixth

Washingtonian Assembly Rooms

Stanford Place

Reservations must be made before May first

Sir Raymond Broadhurst

will give a Shakespearean
lecture on the

Merchant of Venice

Benefit of the Theatrical Pension Fund

Wednesday Afternoon
May Eleventh

International Dra
Eighty-first Stree

One Dollar

ROSA BORDER

Hotel Santiago
Riverside

Anniversary Dance

Monday, October Eighth
Eight-fifteen o'clock

Greenwich Village Dance
Orchestra

Charlemagne Reception Salon
Muir Street Entrance

Mlle. Louise Beleau

Parisian Modes
in Millinery

225 Madison Avenue
New Orleans

Comstock Series

36 Point 3 A 4 a

HERB

Spent

30 Point 4 A 5 a

MUSIC

Elderly

24 Point 5 A 7 a

NIMROD

Regicide

18 Point 7 A 10 a

ENSURING

Habilitated

14 Point 9 A 15 a

BRIGHT BLUE

Secure Result

12 Point No. 1 12 A 20 a

INSURED MINER

Request Granted

12 Point No. 2 15 A

HISTORIC DESIGNS

KNIGHTS CONVENE

EXQUISITE DINNER

12 Point No. 3 18 A

EUROPEAN COSTUMERS

ORCHESTRAS ENGAGED

HUMOROUS COMEDIANS

Characters in Complete Font

A B C D E F G H I J

K L M N O P Q R S

T U V W X Y Z & $

1 2 3 4 5 6 7 8 9 0

a b c d e f g h i j k l

m n o p q r s t u v

w x y z . , - ' : ; ! ?

Condensed Comstock

48 Point 4 A

HEN

36 Point 5 A

DUES

30 Point 5 A

BRICK

24 Point 7 A

MINORS

18 Point 10 A

REDUCING

14 Point 13 A

BIOGRAPHIC

12 Point No. 4 15 A

NOTED WRITER

12 Point No. 3 17 A

MAGAZINE COVER

12 Point No. 2 21 A

ENSURED PHYSICIAN

12 Point No. 1 25 A

REMARKABLE SPECIMENS

INVENTED MINING DEVICE

Characters in Complete Font

A B C D E F

G H I J K L

M N O P Q R

S T U V W X

Y Z & $ 1 2 3

4 5 6 7 8 9 0

. , - ' : ; ! ?

HENRY M. JOHNSON

CHARLES BOSTWICK

JOHNSON & BOSTWICK

DRUGGISTS

62 STUYVESANT TERRACE



TELEPHONE 123

Elmford, Md. _____ 192__

RETURN IN FIVE DAYS TO

JOHNSON & BOSTWICK

DRUGGISTS

62 STUYVESANT TERRACE

ELMFORD, MD.

JOHNSON & BOSTWICK

DRUGGISTS

62 STUYVESANT TERRACE



TELEPHONE 123

ELMFORD, MD.

STATEMENT

Elmford, Md. _____ 192__

M _____

_____

To **JOHNSON & BOSTWICK,** *Dr.*

DRUGGISTS



TELEPHONE 123

62 STUYVESANT TERRACE

JAN.	FEB.	MAR.	APR.	MAY	JUNE	JULY	AUG.	SEPT.	OCT.	NOV.	DEC.
$	$	$	$	$	$	$	$	$	$	$	$

HELLO CUTS

Webb Series

72 Point 3 A 4 a

Half

60 Point 3 A 4 a

SUN

Digit

48 Point 3 A 5 a

RIME

Maple

42 Point 3 A 6 a

HIRES

English

36 Point 4 A 7 a

NOTICE

Subjects

Characters in Complete Font

A B C D E F G H

I J K L M N O P

Q R S T U V W

X Y Z & $ 1 2

3 4 5 6 7 8 9 0

a b c d e f g h i

j k l m n o p q r

s t u v w x y z

. , - ' : ; ! ?

84 Point carried in stock only at Foundry

30 Point 5 A 9 a

RECUMBENCE

Hands Extended

24 Point 6 A 11 a

NUMBERS GIVEN

Deceiving Members

18 Point 9 A 18 a

CONSTRUCTS BRIDGE

Unusual Problems Solved

14 Point 13 A 25 a

PROVIDENT

Intelligent men

render service

12 Point 16 A 30 a

MERCHANDISE

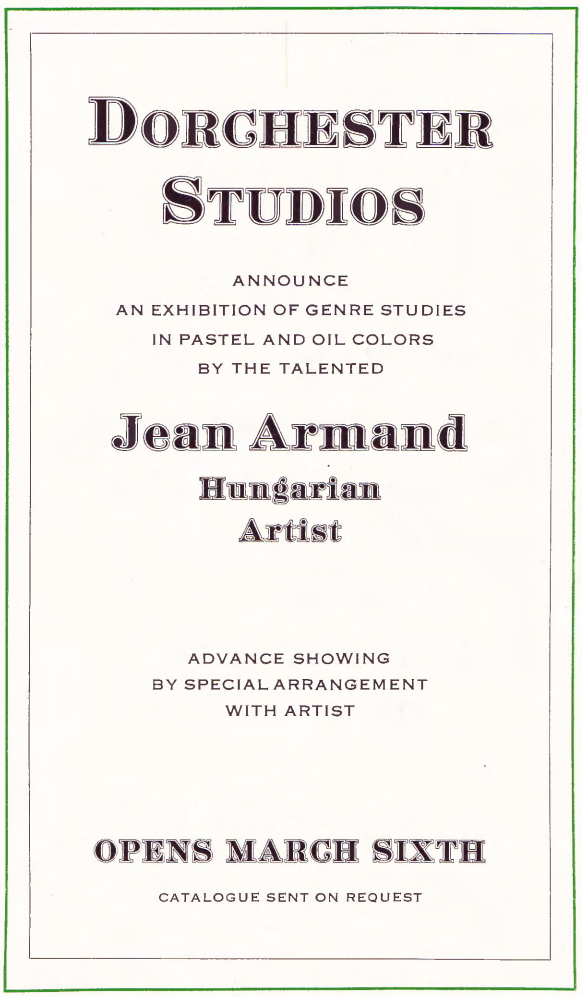
Great stock being

steadily imported

Rimmed Litho

Characters in Complete Font

A B C D E F G H I J
K L M N O P Q R S
T U V W X Y Z & $
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k
l m n o p q r s t u v
w x y z . , - ’ : ; ! ?



48 Point 3 A 4 a

Sprat

36 Point 3 A 4 a

Gospels

30 Point 3 A 6 a

Infringed

24 Point 4 A 8 a

ETCHINGS
Blackberry

18 Point 6 A 12 a

REQUISITION
Systematizing

14 Point 9 A 17 a

DISFIGUREMENT
Unexplored Ocean

12 Point 12 A 22 a

NEIGHBORING CITIES
Picturesque horsemen
furnished atmosphere

10 Point 13 A 24 a

MIDSUMMER SUNSHINE
Suburban flower gardens
feature chrysanthemums

8 Point 15 A 30 a

ROADS THROUGH BERKSHIRES
Exceptional opportunities await
summer camper and automobilist

Post Oldstyle Roman No. 2

72 Point 3 A 4 a

Set

18 Point 7 A 12 a

MOUNDS
Handicap
loses race

10 Point 11 A 18 a

ESCUTCHEON
Quaint designs
long treasured
indicated rank

60 Point 3 A 4 a

Ibis

14 Point 9 A 14 a

ENRICHED
Searchlight
directs ship

8 Point 13 A 20 a

GARDEN SHRUBS
Fragrant ramblers
bloom abundantly
creating charming
harmonious result

48 Point 3 A 4 a

Hide

12 Point 10 A 17 a

BOISTEROUS
Campers have
joyous month
near Hillcrest

6 Point 13 A 22 a

MYSTERIOUS MUSIC
Strange and beautiful
dances faithfully and
artistically expressed
fittingly preceded the
more formal exercises

42 Point 3 A 4 a

Night

54 Point carried in stock only at Foundry

36 Point 3 A 4 a

MUSK
Dough

30 Point 4 A 6 a

SMOKE
Expand

24 Point 5 A 8 a

BORDER
Humorist

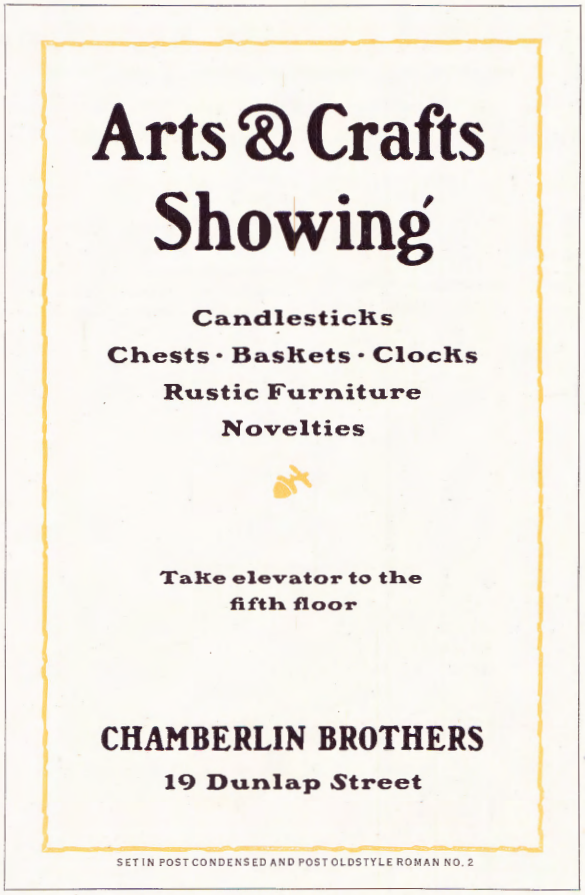
Characters in Complete Font

A B C D E F G
H I J K L M N
O P Q R S T U
V W X Y Z & $
1 2 3 4 5 6 7 8 9 0
a b c d e f g h
i j k l m n o p
q r s t u v w x
y z ff fi fl ffi ffl
. , - ' : ; ! ?

The following Special Characters are supplied with all fonts from 6 to 14 Point inclusive. They are sold in separate fonts from 18 to 72 Point inclusive, and furnished only when specially ordered

The ct *of* o f fi fl
E O R S & ø ß

Post Condensed



42, 54, 60 and 72 Point carried in stock only at Foundry

Characters in Complete Font

A B C D E F G H I J
K L M N O P Q R S
T U V W X Y Z & $
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j
k l m n o p q r s t
u v w x y z ff fi fl
ffi ffl . , - ' : ; ! ?

The following Special Characters are put up with all fonts from 6 to 14 Point inclusive. They are sold in separate fonts from 18 to 72 Point inclusive

a u f fi fl

48 Point 4 A 7 a

Brigade

36 Point 5 A 8 a

Girl Sailed

30 Point 5 A 10 a

Bright Maids

24 Point 6 A 12 a

DISCOUNTING
Banker Pleased

18 Point 10 A 20 a

CHOICE GARDENS
Especially Inviting

14 Point 13 A 26 a

GRANGE MENTIONED
Husbandman Manager

12 Point 15 A 31 a

RECEIVING AMBASSADOR
Plenipotentiary Residence

10 Point 16 A 35 a

QUESTION HUMANE RULING
Stricter interpretation would delight pessimistic moderator

8 Point 18 A 38 a

MODERN CONSTRUCTIONS SOUGHT
Several inadequate buildings razed in congested districts of large cities

6 Point 19 A 42 a

MARVELOUS NEW PAINTINGS EXHIBITED
Clever art collectors pronounce collection recently shown grandest in many respects

Pen Print

24 Point 7 A 16 a

HISTRIONIC
Understanding

18 Point 11 A 23 a

NEWSMONGER
Expensive Regalia

14 Point 17 A 34 a

SCHOLARSHIP FUND
Student is awarded prize for the finest handwriting

12 Point 19 A 38 a

POWERFUL MONARCH
Merchant celebrated forty years as business manager

10 Point 21 A 44 a

SEVERAL COURSES NOW OFFERED TO STUDENTS
Every man receives two educations: one is given to him, and the other he gives to himself. Of the two, the latter is far more valuable, for it brings out whatever merit there may be in him

8 Point 24 A 49 a

APPROPRIATE SELECTIONS
Many rare designs used today are derived from Latin inscriptions on ancient monuments and buildings

6 Point 28 A 58 a

KNOWLEDGE IMPROVES THE MIND
Helpful books generally make people think the most. The hardest way of learning is by easy reading, but a great book from a great thinker should always be found interesting

30, 36, 48 and 60 Point carried in stock only at Foundry

Characters in Complete Font

A B C D E F G H I J K L M
N O P Q R S T U V W X Y
Z & $ 1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l m n o p
q r s t u v w x y z . , - ' : ; ! ?

Pen Print Bold

10 Point 21 A 44 a

EDITORIAL COMMENT DISPLEASED SUBSCRIBERS
Censure and criticism never hurt anyone. If false, they cannot hurt you unless you want in manliness; and if true, they show a man his weak points, and forewarn him also against trouble

6 Point 28 A 58 a

POSITIVE INFORMATION DESIRED
Usually a fashion is the issue of exclusive egotism and vain ostentation; it is trifling and fantastical, tied to no rule, and bound to conform to all the whims of the moment

8 Point 24 A 49 a

BEWILDERING SCHEDULES
Real earnestness is an important factor in the cultivation of a good style whether speaking or writing

30, 36, 48 and 60 Point carried in stock only at Foundry

Characters in Complete Font

A B C D E F G H I J K L M
N O P Q R S T U V W X Y
Z & $ 1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l m n o p
q r s t u v w x y z . , - ' : ; ! ?

24 Point 7 A 16 a

HYPERBOLE
Merchandising

18 Point 11 A 23 a

RELINQUISHED
Nautical Prophecy

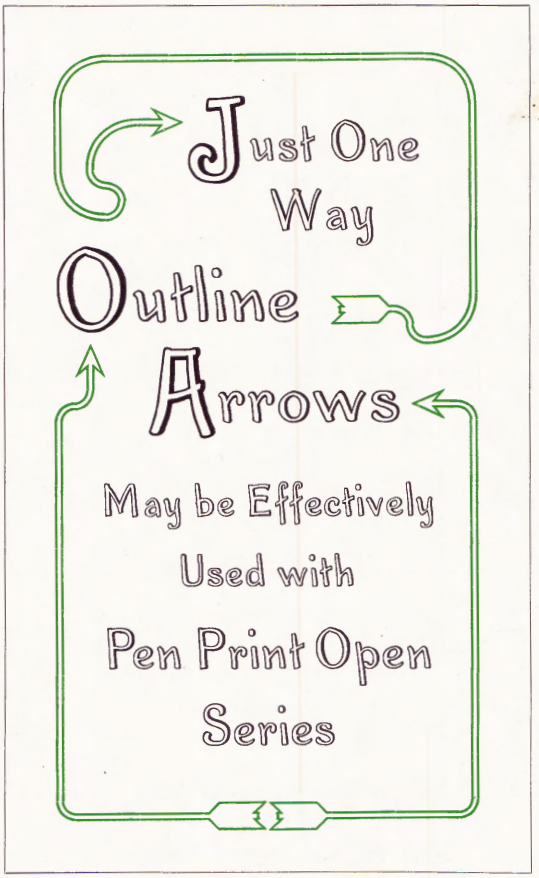
14 Point 17 A 34 a

ABSOLUTE DOMAIN
Elaborate banquet closes clothing trade convention

12 Point 19 A 38 a

BARBARIC COSTUMES
Summer dress fabrics will soon be displayed publicly

Pen Print Open



48 Point 4 A 6 a

DANCER
Enjoyable

36 Point 5 A 9 a

REINFORCE
Hemispherical

30 Point 6 A 12 a

MODERATION
Universal Reform

24 Point 7 A 16 a

CHILDISH GAME
Inspires young folks and creates laughter

18 Point 11 A 23 a

RECOGNIZED MAGICIAN
Boasting Supernatural Effect

Characters in Complete Font

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
& $ 1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l m n o p
q r s t u v w x y z . , - ' : ; ! ?

Souvenir Series

36 Point 6 A 10 a

MENDER
Straighten

30 Point 7 A 12 a

BRIGHTER
Neckerchief

24 Point 9 A 17 a

REBUILDING
Machine Shop

18 Point 13 A 25 a

GUIDES REGAIN
Distinguished Men

14 Point 18 A 34 a

SHREWD INVESTOR
County Disbursements

12 Point 21 A 40 a

IMPROVES FURNISHING
Inspect College Auditorium

10 Point 23 A 46 a

HANDSOME SHIP DESIGNS
Foreign Manufacturers Pleased

8 Point 26 A 52 a

REQUIRE BUSINESS TECHNIQUE
Superintendent Prevented Deficiency

6 Point 29 A 58 a

MAGNIFICENT GOLDEN SUNSET HOURS
Beautiful Shadows Delight Outdoor Enthusiast

Characters in Complete Font

A B C D E F G H I J
K L M N O P Q R S
T U V W X Y Z & $
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l m n
o p q r s t u v w x y z
ff fi fl ffi ffl . , - ’ : ; ! ?

MUSIC

Gebring-Smithe now commands attention from the most conservative as well as the more fastidious lover of music. The shelves are piled high. Miss Mayson entertains

Your selections played

GEBRING-SMITHE
BLOOMINGTON

VERSATILE ORNAMENT

Recital of
Romantic Italian Music

Given by

MR. JOHN M. LIVERMORE

Under the auspices and direction of the Sophomore
Class of Bellwood University
November twenty-seventh at eight-thirty

Music Hall

This is the first of a series of six recitals to be given by Mr. Livermore during the winter

ANTIQUE ORNAMENT

EFFECTIVE ADVERTISING PRINTING

Is the necessary hand-maiden of any educational selling propaganda or, in fact, of every sales campaign regardless of its nature

ANTIQUE ORNAMENT AMERICAN BORDER

Motto Series

48 Point 5 A 10 a

MINES
Refusal

36 Point 6 A 11 a

BRUISED
Expiration

30 Point 7 A 13 a

MARINERS
New Cottage

24 Point 8 A 17 a

DISCERNIBLE
Question Guest

Characters in Complete Font

A B C D E F G H I J
K L M N O P Q R S
T U V W X Y Z & $
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k
l m n o p q r s t u
v w x y z ff fi fl ffi ffl
. , - ’ : ; ! ?

18 Point 12 A 25 a

ECONOMICS
Magnificently

14 Point 18 A 36 a

NICE BARGAIN
Generous Knight

12 Point 21 A 42 a

BEAR SURPRISED
Represented Soldier

10 Point 24 A 47 a

HOLDING RECORD
Splendid competition during amateur trials

8 Point 27 A 52 a

MYSTERIOUS BRAIDS
Institution exhibiting fine display found by surveyor

6 Point 30 A 60 a

HOUSE BUILDERS ACTIVE
Sales constantly recorded from dealers offering lots. Improved property along river selling fast

A WONDERFUL THING

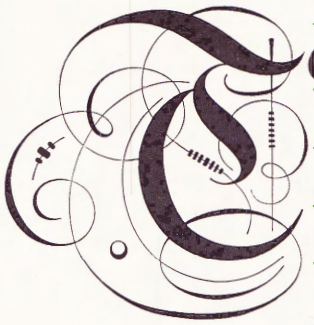
ENTHUSIASM is the dynamics of personality. Without it all abilities you may have lie dormant. You may possess the soundest judgment, knowledge and good reasoning faculties, but no one will know it until you discover how to put your heart into thought and action

SELECTED

Motto Series

An Appreciation

Your Good Will



TO our Old Friends, Loyal and True, to Valued New Friends, and to those whose Friendship We Strive to Serve, Do We Most Heartily Wish Unmeasured Success and Good Fortune throughout this Year and the Many Years to Come With Grateful Appreciation for all the Favors Received by Us from Them, and for that Priceless though Intangible Asset, Your Good Will, which We Esteem Beyond Measure

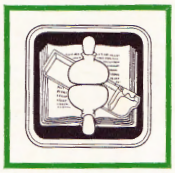
AMERICAN TYPE FOUNDERS COMPANY

DUTCH INITIAL ROSA BORDER

SELECTED

COUNT FOR EACH LINE A KINDLY WISH,
YOU'LL FIND HERE ONLY FOUR–
BUT IF YOU'LL READ BETWEEN THE LINES
YOU'LL FIND A THOUSAND MORE

CINCINNATI INITIAL



The Achievement of Success by the Kelly Press Route

MR. JONES, we'll call him, a Maryland printer, operating a shop with a platen press or two, decided that he would install another machine. He called at our selling house in his locality and met our enterprising salesman, who suggested that Jones purchase a Little Kelly. Jones knew nothing about the money-making qualities of the Little Kelly, and when the cost was mentioned it seemed to be entirely out of the question for him to put so much money into one press. However, our enterprising salesman knew what he was talking about and induced Jones to place the order. On arriving home that evening Jones reluctantly mentioned the purchase to his wife, who accused him of being insane for having agreed to put so much money into one press. She scolded hubby something awful and prophesied that it would be but a short time until the type founder would be at his shop to take away everything he had. After a sleepless night Jones decided to call on our enterprising salesman and insist upon the contract being voided. He called. But when our enterprising salesman knows he's right, he is very convincing. The result was a Little Kelly was installed and Jones was personally instructed how to operate it. He mastered the machine very quickly. The results obtained astonished him and he found himself at once enabled to give his customers quicker service and also in the position to take on more work and actually making real money. His prosperity began at the moment the Little Kelly was installed. A few months later Jones again called on our enterprising salesman and profusely thanked him for having induced him to purchase the Little Kelly. He also placed an order for a second machine and said that before he put in a Kelly he always had to stop his platen press every time a customer came into his office or whenever the telephone rang or when he wanted to light his pipe or go into the back room. This took a great deal of his time. He now lets the Little Kelly run while he attends to these matters, and it hums along smoothly, making money every day. He says that the Little Kelly needs so little attention that he has time to do many other things, such as looking after books, cutting stock, estimating, etc. Jones is now a happy man, and the wife is riding in a new automobile

What Kelly Presses have done for others
they can surely do for you

AMERICAN TYPE FOUNDERS COMPANY

GOTHICS

Gothic Type Faces
shown in a variety of
styles and sizes
suitable for
that particular class of
printing and
advertising which
requires
strong and effective
display

AMERICAN
TYPE FOUNDERS
COMPANY

Gothic Types

FOR COMMERCIAL PRINTING AND ADVERTISING COMPOSITION

EVERY composing room, whether equipped for commercial work or newspaper composition, needs a wide variety of good Gothic faces. They are always in style. We show in this catalogue a very extensive assortment of those Gothic types most generally used. These faces may always be obtained promptly at any of our Selling Houses



AMERICAN TYPE FOUNDERS COMPANY

SET IN FRANKLIN GOTHIC AND FRANKLIN GOTHIC EXTRA CONDENSED

VOCATIONAL CAMEO

Alternate Gothic No. 1

72 Point 3 A 5 a

Symbol

60 Point 3 A 6 a

BINDERS

Quietude

48 Point 6 A 10 a

ENCOMIUM

Multiplicity

42 Point 7 A 10 a

Recapitulate

36 Point 7 A 13 a

KINDERGARTEN

Bright Scholars

30 Point 9 A 16 a

DISCOMPOSE

Spendthrifts

24 Point 11 A 22 a

MODERN GUIDE

Gifted Violinist

18 Point 16 A 34 a

HONEST MEMBERS

Registers Approval

14 Point 24 A 48 a

DOMESTIC ENTERPRISE

Establishments opened long before completion

12 Point 25 A 50 a

SECURITIES INVESTIGATED

Many stockholders rejoice on completion of inventory which proved encouraging

10 Point 30 A 60 a

REMARKABLE OPPORTUNITIES

New schools install necessary equipment and capable teacher gives instruction for operating

8 Point 32 A 63 a

IMPORTANT SUGGESTION PUBLISHED

Discontinuance of extravagant method and the practicing of strictest economy wherever practicable pleased taxpayer

6 Point 35 A 70 a

PICTURESQUE JOURNEY PLEASING PROFESSORS

There are many beautiful residences along the well-kept mountain highways. How refreshing the atmosphere and pleasing the early sunset after tiresome labors in crowded metropolis

Characters in Complete Font

A B C D E F G H I

J K L M N O P Q R S

T U V W X Y Z & $

1 2 3 4 5 6 7 8 9 0

a b c d e f g h i j k l

m n o p q r s t u v w

x y z . , - ’ : ; ! ?

Alternate Gothic No. 2

12 Point 24 A 48 a

ENTERPRISING CITIZEN
Introduces novel system
for finding true valuation
after many futile efforts

10 Point 26 A 52 a

WONDERFUL GYMNASTICS
Great athletes exhibit skill
and daring to amuse people
who gaze on in amazement

8 Point 29 A 58 a

PRACTICABILITY DEMONSTRATED
Business men manifesting unusual
interest in novel heating apparatus
which promises great saving of fuel

6 Point 33 A 65 a

INDEPENDENCE BRINGS US CONFIDENCE
Contradictory as they seem, two things go
together always: manly self-reliance and
manly independence. They are inseparable
attributes to personal courage and dignity

30 Point 8 A 13 a

HUNDREDS
Graduating

24 Point 9 A 18 a

MANIFESTED
Remonstrate

18 Point 15 A 30 a

DEMAND RIGHTS
Judges Expected

14 Point 20 A 41 a

NEAREST BUILDING
Overhauled recently
for big athletic club

Characters in Complete Font

A B C D E F G H I
J K L M N O P Q R S
T U V W X Y Z & $
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l
m n o p q r s t u v w
x y z . , - ' : ; ! ?

72 Point 3 A 4 a

Mythic

Encircle

Influential

Gesticulate

36 Point 6 A 12 a

DISTINGUISH
Chamberlains

Alternate Gothic No. 3

72 Point 3 A 4 a

Maple

Dignify

Splendor

42 Point

Gymnasts

36 Point 6 A 9 a

REMAINDER

Disintegrate

30 Point 7 A 12 a

SHARPEN

Captivate

24 Point 8 A 15 a

RIGHTEOUS

Headstrong

18 Point 12 A 25 a

DISORGANIZED

Restores Order

14 Point 18 A 35 a

STRANGE CUSTOM

Unusual practices discontinued here

12 Point 20 A 40 a

EXCELLENT REPORTS

Promising young man gets highest average in recent history test

10 Point 23 A 46 a

PROPOSE CONFERENCE

Many nationally famous railroad magnates have been invited to meeting

8 Point 27 A 54 a

MEN SHOULD USE DISCRETION

We believe there are many more good traits in the mind of man, but few so useful as discretion

6 Point 30 A 60 a

FUTURE IS REPETITION OF THE PAST

History often repeats itself, making only such changes of programme as growths of nations and time require and should direct man in the future

Characters in Complete Font

A B C D E F G H I

J K L M N O P Q R S

T U V W X Y Z & $

1 2 3 4 5 6 7 8 9 0

a b c d e f g h i

j k l m n o p q r

s t u v w x y z

. , - ' : ; ! ?

Alternate Gothic Nos. 1, 2 and 3

Shelbey Electric Corporation

Refunding Mortgage Five Per Cent Sinking Fund Bonds

First preferred stock of a large company whose earnings during the adverse business conditions of the past two years amounted to about four times the dividend on the stock under our direction

Circular sent upon request

HERBSON & GARDINER

Investment Brokers

PORTLAND BOSTON RICHMOND

DANCHESTER HORSE SHOW

PROMOTED BY THE SANDIFORD COUNTY EQUESTRIAN SOCIETY



Suitable Prizes will be given to best entries of each class

August Sixth to Ninth

HENDOIR FAIR GROUNDS

Reddington, Kentucky

leasing Results

Printers who have handled jobs that demanded strong display as well as pleasing appearance know the value of a type face that has been designed with this in mind

ALTERNATE GOTHICS

possess the necessary qualifications for this sort of work. The clear, strong characters are easily deciphered and produce a well-balanced effect which with their unusual versatility enables the printer to create strong, readable advertising matter that will demand attention everywhere, accomplishing results of a more profitable nature for both the printers and their customers

Distinctive Gothic faces that spell success for the progressive typographers of today are shown here in pleasing combinations

AMERICAN TYPE FOUNDERS COMPANY

VERSATILE ORNAMENT

Franklin Gothic

96 Point 3 A 4 a

Ida

84 Point 3 A 4 a

Sift

72 Point 3 A 4 a

Elks

60 Point 3 A 4 a

Baby

48 Point 3 A 6 a

Rejoin

42 Point 4 A 6 a

Nuptial

36 Point 4 A 7 a

Haughty

30 Point 5 A 8 a

MAIDS
Repeat

24 Point 5 A 11 a

QUARTZ
Borough

18 Point 8 A 17 a

NITROGEN
Hymnology

14 Point 12 A 24 a

EQUESTRIAN
Popular Story

12 Point 14 A 29 a

QUICK SERVICE
Important Notes

10 Point 16 A 32 a

NIGHTINGALES
Bird sanctuaries become popular for nature study

8 Point 19 A 38 a

SUBMERGE BRIDGE
Detour necessitated selecting altogether new homeward route

6 Point 21 A 44 a

BRIGHTEST SUNSHADE
Summer costumes show most amazing display of decidedly new colors and enliven drab city streets

5 Point 22 A 46 a

SCREEN PLAY FASCINATING
Fancy runs riot under the spell of motion pictures, for by fairy enchantment shackles of time and space fall away and we live and move amid mystic scenes

4 Point 20 A 48 a

QUAINT COLONIAL ARCHITECTURE
Interesting old-fashioned villagers that overflow with shrewd, vinegary humor inhabit these historic towns but once their confidence is gained you discover their sterling qualities

Characters in Complete Font

A B C D E F G
H I J K L M N O
P Q R S T U V
W X Y Z & $ 1 2
3 4 5 6 7 8 9 0
a b c d e f g h i
j k l m n o p q
r s t u v w x y z
. , - ' : ; ! ?

Franklin Gothic Italic (Non-Kerning)

10 Point 15 A 30 a

WINTER HOMES
New departments showing valuable household design

8 Point 18 A 36 a

CONSIDER PROBLEM
Many opportunities for business boys seeking more happy prospects

6 Point 19 A 39 a

SPEAKERS APPLAUDED
Prominent editorial writer will deliver daily discourse to former collegians. Some diagrams shown explained

5 Point 19 A 38 a

HOME OR OFFICE EFFICIENCY
Frequently this phrase is used in connection with more production but the business man will handle the word with intelligence. There are different phases of efficiency

18 Point 8 A 14 a

SPLENDOR
Entertained their guests

14 Point 11 A 21 a

HOME GUARD
Enlisted guide gave watchers valuable paper

12 Point 14 A 27 a

PICTURE FOUND
Enchanting scene recently restored interested critics

72 Point 3 A 4 a

Gift

60 Point 3 A 4 a

Sale

48 Point 4 A 5 a

Night

42 Point 4 A 6 a

Myths

36 Point 5 A 7 a

BROKE
Cymbal

30 Point 5 A 8 a

QUENCH
Replaced

24 Point 6 A 9 a

DREAMER
Hydropical

Characters in Complete Font

A B C D E F G
H I J K L M N O
P Q R S T U V
W X Y Z & $
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j
k l m n o p q r s
t u v w x y z ff fi
fl ffi ffl . , - ' : ; ! ?

Franklin Gothic Condensed

72 Point 3 A 4 a

Dyke

60 Point 3 A 5 a

Slight

48 Point 4 A 7 a

Months

42 Point 5 A 8 a

BROKEN

Register

36 Point 5 A 9 a

HUMIDOR

Exploiting

30 Point 6 A 10 a

NOURISHED

Indigo Gown

24 Point 7 A 14 a

NOSTRUM

Junior help

impetuous

18 Point 11 A 20 a

EXTRACTION

Old countries

partly helped

intrepid sons

14 Point 15 A 30 a

KINDERGARTEN

Healthy children

enjoy embryonic

educational year

12 Point 17 A 34 a

BRONZE FIGURE

Generous citizen donates splendid memorial college

10 Point 19 A 38 a

MOUNTAIN TRACK

Great geographers explore unfamiliar mountainous trails

8 Point 22 A 45 a

ENCHANTED PARADISE

Startling adventures in remote islands recently discovered make movie picture very interesting

6 Point 24 A 46 a

PRETTY ORIENTAL VASES

Newest imported novelties suitable to personal usage or holiday gifts are found in greater variety in this store than ever thought possible

Characters in Complete Font

A B C D E F G
H I J K L M N O
P Q R S T U V
W X Y Z & $ 1 2
3 4 5 6 7 8 9 0
a b c d e f g h i
j k l m n o p q
r s t u v w x y z
. , - ’ : ; ! ?

Franklin Gothic Extra Condensed

14 Point 18 A 36 a

POWERFUL ENGINE
Displays Character

12 Point 21 A 44 a

ENDURANCE CONTEST
Awakened enthusiasm
among local amateurs

10 Point 25 A 48 a

RESTORED CONFIDENCE
Great printing concerns
installed new machinery

8 Point 28 A 55 a

FIRST DEGREE ADMINISTERED
Newly elected members enjoy
banquet after being initiated

6 Point 30 A 60 a

INCREASES SUBURBAN BUSINESS
Merchants insist that advertising
gives business an added stimulus

42 Point 5 A 9 a

Magnet

36 Point 5 A 11 a

Respited

30 Point 7 A 14 a

High Grade

24 Point 9 A 18 a

DISCOVERED
Stylish Guest

18 Point 14 A 29 a

NOTED FARMER
Invested Capital

120 Point 3 A 4 a

Bait

96 Point 3 A 4 a

Myth

84 Point 3 A 4 a

Rapid

72 Point

Ginger

60 Point 3 A 6 a

Defects

48 Point 4 A 8 a

Navigable

Characters in Complete Font

A B C D E F G H I
J K L M N O P Q R S
T U V W X Y Z & $
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i
j k l m n o p q r
s t u v w x y z
. , - ' : ; ! ?

Gothic No. 578

72 Point 3 A 4 a

Rail

60 Point 3 A 4 a

Bird

48 Point 3 A 4 a

MIEN

Ignite

42 Point 3 A 5 a

EIDER

nited

36 Point 4 A 6 a

BOUGH

Knights

30 Point 4 A 8 a

NOMADS

Exporting

24 Point 5 A 10 a

BONUS

Distinct

18 Point 8 A 16 a

REIGNED

Magnifies

14 Point 12 A 23 a

IMPROVING

State House

12 Point 15 A 27 a

HONORARIUM

English lawyer found evidence

10 Point 16 A 30 a

MARINE GUARD

Naval destroyers anchor in harbor to guard interests

8 Point 20 A 38 a

EMINENT POLITICIAN

Great crowds welcome soldiers on return from battlefields of Flanders

6 Point 24 A 44 a

LARGE OFFICE BUILDINGS

Happy bank clerks take great delight in the coziness of their new quarters. Beautiful view of river may be had from roof

5 Point 21 A 38 a

DELIGHTFUL SUMMER OUTINGS

Numerous excursionists line deck of palatial steamboat about to start up the Hudson River. A syncopated jazz band will furnish dance music

9 and 54 Point carried in stock only at Foundry

Characters in Complete Font

A B C D E F
G H I J K L M
N O P Q R S
T U V W X Y
Z & $ 1 2 3 4
5 6 7 8 9 0
a b c d e f g h i
j k l m n o p q r
s t u v w x y z
. , - ' : ; ! ?

TITLE GOTHIC No. 9

8 Point No. 91 20 A

EXTENDING MASK
BROKEN ENGINES
DEMANDED HORN

8 Point No. 92 24 A

REFRESHING DRINKS
BANKER MAINTAINED
SURPRISING HUNTER

6 Point No. 91 25 A

CHARGE MODERATE PRICE
WONDERFUL AUDITORIUM
SIGNIFICANT DISCLOSURE

6 Point No. 92 26 A

MAGNIFICENT DECORATION
PUBLISHERS ENTERTAINED
MODERN PRINTING EXPERT

6 Point No. 93 28 A

FAMOUS SPORTING ORGANIZER
BRING REMARKABLE BENEFITS
EUROPEAN RULING FORBIDDEN

6 Point No. 94 32 A

CHARMING SUMMER SUGGESTIONS
SPECIAL AUTOMOBILE EXCURSION
QUIET SURROUNDINGS BEAUTIFUL

20 Point 9 A

EXOTIC
DREAM

16 Point 10 A

HEADING
RINKERS

12 Point 14 A

UNADVISED
RECOGNIZE

10 Point 17 A

MAGNIFICENT
HUNTED RING
UNDERSTAND

10 Point No. 92 18 A

INCORPORATES
DANCE RECORD
READERS HOPE

9 and 54 Point carried in stock only at Foundry

CHARACTERS IN COMPLETE FONT

A B C D E F
G H I J K L M
N O P Q R S
T U V W X Y Z
& $ 1 2 3 4
5 6 7 8 9 0
. , - ' : ; ! ?

72 Point 3 A

IRE

60 Point 3 A

BID

48 Point 3 A

EMS

42 Point 4 A

FIRM

36 Point 4 A

MEND

30 Point 5 A

BOUGH
DRANK

24 Point 7 A

NUMBER
EPICURE

CONDENSED TITLE GOTHIC No. 11

72 Point 3 A

MUCH

60 Point 3 A

BROKE

48 Point 5 A

DICTION
SUNDER

42 Point 5 A

HEROISM
CAMBRIC

36 Point 6 A

UNRACKED
DESIGNING

30 Point 9 A

MEANING
BROKERS

24 Point 13 A

DIMENSION
ENCUMBER

20 Point 16 A

HIDE BRANCH
CONDUCTORS
MARKED SIZE

16 Point 20 A

RIGHT GOVERNOR
SPREADING BUSH
COMBS REMOVED

12 Point 23 A

DIRECTING CHOIR
CHANGE OBJECTS
REHEARSE OFTEN

10 Point 27 A

MOST ENTHUSIASTIC
INTRODUCED BRIDES
BEGINS CONVENTION

8 Point No. 112 32 A

HONOR INTREPID HUNTER
DELEGATE INVESTIGATING
HONOR CLUB EXECUTIVES

8 Point No. 111 37 A

REQUIRED DISTINCTIVE SUITE
GIVE MAGNIFICENT SOUVENIR
HUMOROUS CRITICISM HEARD

6 Point No. 113 37 A

FOREIGN SCIENTIST PRAISED WORK
DISTINGUISHED SURGEON REMAINS
YOUNG MECHANIC DECIPHERS CODE

6 Point No. 111 45 A

MERCHANT REPLENISHED ENTIRE STOCKS
INGENIOUS MECHANIC EARNS PROMOTION
SOME PHILANTHROPIC GENTLEMEN DINED
EXPENSIVE PRODUCTIONS BROUGHT HERE

9 and 54 Point carried in stock only at Foundry

CHARACTERS IN COMPLETE FONT

A B C D E F G
H I J K L M N
O P Q R S T U
V W X Y Z & $
1 2 3 4 5 6 7 8 9 0
. , - ' : ; ! ?

Gothic Condensed No. 529

12 Point 28 A 55 a

HOLD MOTORCYCLE RACES
Scores of motorcyclists have now signified their intention of riding in endurance races

30 Point 9 A 17 a

COLUMBIAN
Rich Authors

72 Point 3 A 5 a

Objected

10 Point 31 A 65 a

OCEAN LINER CAPACITY TAXED
Large demands for reservation on passenger steamer. Tourists booking ahead for autumn rush

24 Point 12 A 25 a

REQUIREMENTS
Expects Payment

60 Point 3 A 5 a

DISGUISE
Multiplier

8 Point 35 A 70 a

EXHIBITS FINER PORTRAIT PAINTING
Magnificent display of these famous paintings, also steel etchings, which are products of the foreign masters

18 Point 17 A 36 a

NOMINATE SOLDIER
Country Enthusiastic

6 Point 35 A 70 a

CROWD AT SEASHORE LARGEST KNOWN
Extraordinarily warm weather resulted in the greatest gatherings at the seashore hostelries and resorts ever encountered

14 Point 22 A 46 a

CHANGING LARGE MAP
Baffling Manufacturers

48 Point 6 A 10 a

EXCURSION
High Country

CHARACTERS IN COMPLETE FONT

A B C D E F G H I
J K L M N O P Q R S
T U V W X Y Z & $
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i
j k l m n o p q r
s t u v w x y z
. , - ' : ; ! ?

42 Point 6 A 11 a

REMODELING
Notable Firms

36 Point 6 A 12 a

UNDISCOVERED
Spring Mountain

News Gothic

72 Point 3 A 4 a

Right

60 Point 3 A 5 a

Equity

48 Point 4 A 8 a

Intrepid

42 Point 5 A 9 a

Klondike

36 Point 5 A 9 a

RETURNS

Exposition

30 Point 6 A 10 a

HISTRIONIC

British Kings

24 Point 7 A 14 a

REPRODUCED

Neat Pamphlet

18 Point 11 A 22 a

MENAGERIE

Big elephant securely tied

14 Point 15 A 29 a

ENTERPRISING

Cloth merchant pleasing buyers

12 Point 17 A 34 a

RECEIVED NICELY

Brilliant statesman gladly returns after prolonged absence

10 Point 21 A 42 a

OBEY INSTRUCTION

Commanding officer teaches recruits how hospital tents should be folded when down

8 Point 23 A 45 a

MAKING REAL FRIENDS

Good nature is positively more agreeable than wit. It gives to the face an air more benign than beauty

6 Point 25 A 50 a

ROAD TO EMINENCE HARD

Many say greatness is really an eminence, the ascent to which is steep and lofty, and superior men always display unusual boldness and vigor

Characters in Complete Font

A B C D E F G H

I J K L M N O P

Q R S T U V W X

Y Z & $ 1 2 3

4 5 6 7 8 9 0

a b c d e f g h i

j k l m n o p q r

s t u v w x y z

. , - ' : ; ! ?

News Gothic Condensed

10 Point 26 A 51 a

WORDS BETRAY WISDOM
Consider silently whatever folks say, because speech either conceals or reveals the speaker's inmost soul

8 Point 28 A 55 a

GOOD BOOKS ARE INSPIRING
Remember that chiefly through books we have intercourse with master minds, and good books are now within the reach of all

6 Point 30 A 60 a

DUTIES FAITHFULLY PERFORMED
We require from buildings, as from men, two kinds of goodness: doing their practical duties well, and that they be pleasing while doing them, which is itself another form of duty

18 Point 15 A 30 a

INSURED SALES
Advertising idea helped business

14 Point 21 A 40 a

REASON EXPECTED
Our education must depend upon brains

12 Point 25 A 48 a

RESTORE CONFIDENCE
Wonderful strides made toward business revival encouraging merchants

Characters in Complete Font

A B C D E F G H I
J K L M N O P Q R
S T U V W X Y Z & $
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i
j k l m n o p q r
s t u v w x y z
. , - ' : ; ! ?

72 Point 3 A 4 a

Myriad

60 Point 4 A 6 a

Register

48 Point 5 A 8 a

Symbolize

42 Point 5 A 9 a

Eulogistical

36 Point 6 A 9 a

NOURISHING
Gain Strength

30 Point 7 A 14 a

PERSEVERANCE
Capable Scholar

24 Point 10 A 18 a

HANDSOME COVER
Beautiful Designing

News Gothic Extra Condensed

72 Point 4 A 6 a

Relinquish

60 Point 4 A 6 a

Enjoyed Ride

48 Point 6 A 11 a

Hunting Season

42 Point 6 A 13 a

Mysterious Words

36 Point 6 A 13 a

ENCOURAGES ORDER
General Reorganizing

30 Point 9 A 17 a

INVINCIBLE CHARACTERS
Display Indomitable Spirit

24 Point 12 A 23 a

GOLDEN HARVESTING BEGINS
Everybody Enjoying Prosperity

18 Point 19 A 38 a

DIGNIFIED ILLUSTRATION
Catalogue shows various designs simply arranged

14 Point 25 A 49 a

GREATLY PLEASE INSTRUCTOR
Children studying the histories of many celebrated statesmen

12 Point 28 A 56 a

QUESTIONS OF GREAT IMPORTANCE
Shrewd advertisers usually require publications to give facts regarding circulation and territory they cover

10 Point 31 A 63 a

JOURNALISM OF BENEFIT TO MANKIND
Newspapers are servants of the human intellect, and their ministry is for good or for evil, according to the standing or character of the folks who direct them

8 Point 35 A 70 a

OUR MINDS INCLINE TO DIFFERENT OBJECTS
Many ideas grow better if transplanted into another mind. That which was a weed in one mind soon becomes a flower in the other, and flowers change to weeds in the same manner

6 Point 34 A 68 a

HEALTHFUL RECREATION STIMULATES WORKERS
Relaxation is a physical and moral necessity. The toilworn artisan, stooping and straining over his task which taxes eye and brain and limb, ought to have opportunity and means for an hour or two of healthful relaxation when that task is concluded

Characters in Complete Font

A B C D E F G H I
J K L M N O P Q R
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. , - ' : ; ! ?

RANCHER OUTFITS EXPEDITION TO SEARCH FOR HIDDEN TREASURE

South American Gold and Jewels Worth Tremendous Sum Are Buried on Small Canadian Island, According to Legend

FORTUNES WASTED IN OTHER QUESTS

Supposed Treasure Worth Fifty Million Dollars Was Cached Many Years Ago by Mariners

NEW YORK, June 13.—A modern expedition was quietly outfitted at New Jersey recently for the recovery of supposed buried treasure with a traditional value of $50,000,000 and the ship sailed from New York harbor last week.

The undertaking is enshrouded in mystery but what details have leaked out touch on the romantic and recall to mind some of the more thrilling stories of our boyhood days.

A casual observer loitering at the pier while a gang of men hurried to load rusty iron tubes and machinery aboard the steamer obtained some particulars of the enterprise.

It appears that a retired Montana rancher is the directing head and financial backer of the expedition. A Californian who possesses the secret of the treasure and who is said to hold a lease from the Canadian Government on the island where the treasure is supposed to be hidden is another partner in the quest. Several local business men are interested in the venture and accompanied the party. The result of the search is awaited with interest.

The story of how the treasure came to be buried is a very romantic one and goes back to a legend that during one of the frequent wars between two South American countries many years ago the government of one determined to save the national treasure from capture by putting it aboard a ship. The vessel escaped the enemy and reached a small island off the coast of Canada, where the gold is buried.

Another version of the story was that the crew of the treasure ship mutinied and stole the treasure and buried it on the island.

TO HONOR AMERICAN POET

Many Prominent Writers Attend Memorial Service Held Around the Tree Planted for Hero Last Year

Memorial exercises were held yesterday in honor of a promising American poet who was killed while serving in the Foreign Legion of France. The service was held about the tree planted in his memory last year. Many people engaged in the literary field were present. A movement is on foot to erect a statue to him.

NOW DEM MARRIA

Start Campaign Fo Many Changes

Uniformity of Marriage La Placed Under Federal

CHAUTAUQUA, June of two million women assembled at the conv Federation of Women a drive for the reform marriage and divorce

The convention lea repeal of all purely St the passage of Federa general in their appli

This movement wa futile efforts to induc uniform laws relating

A prominent writer head of the movemen backing of some of th conferred with Mrs. J before the convention

The bill which they Congress for action is girl under 18 years of marry without the co announcing the inten be published two wee mental and physical fi to the marriage must the license can be obt

Divorces are to be a physical or mental cr period of one year an interlocutory decrees after the lapse of one

Midsummer Bargains in Sporting Goods

GOLF SUITS—Two-piece models, in latest styles, made from selected English fabrics. A smart suit for outdoor wear. During sale $32.95

ACCESSORIES FOR CAMPING, FISHING, GOLFING AND TENNIS



WALL TENT—A roomy khaki sleeping tent. Just right for week-end trips $5.95

SLEEPING COT—Made to withstand hard usage. Only a limited number at $2.39

We Have Reduced our Entire Line of Golf Bags, Clubs, Balls, Suits and Shoes

THE HERBERT WADSWORTH COMPANY

WASHINGTON AND CONGRESS STREETS — OPPOSITE THE PENNSYLVANIA DEPOT

TEXT SET IN CENTURY EXPANDED GOLF ILLUSTRATOR

ROYAL FAMI WELCOME

King and Queen Enthusia and Escorted Through

COPENHAGEN, June and the Queen arrive state visit of three da wearing the gay unif when they alighted fr affectionately welcom drove through the str large crowds of peopl Hussars, the bodygua

NEWS GOTHIC EXTRA CONDENSED TITLE

72 Point 5 A

REMIND

60 Point 6 A

STRANGE

48 Point 8 A

NEIGHBORS

36 Point 10 A

STRONG HOUSE

30 Point 15 A

BEAUTIFUL DESIGN

24 Point 21 A

PROMOTION DESERVED

18 Point 30 A

USING PERSUASIVE METHODS

14 Point 35 A

CONDENSED PUBLICATION HEADING

12 Point 40 A

MUCH PRINTED LITERATURE DISTRIBUTED

10 Point 46 A

PROMINENT CLERGYMEN ATTEND CONVENTION

8 Point 49 A

IMPORTANT MANUFACTURING CORPORATION PROSPERS

6 Point 49 A

LARGEST PUBLISHERS RECEIVING ATTRACTIVE OFFERS FOR SPACE

CHARACTERS IN COMPLETE FONT

A B C D E F G H I J
K L M N O P Q R S
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1 2 3 4 5 6 7 8 9 0
. , - ' : ; ! ?

EXTRAORDINARY ENGAGEMENT OF THE FAMOUS

RIGA STOCK COMPANY

WONDERFUL SHAKESPEAREAN TRAGEDY

THE MERCHANT OF VENICE

WITH MARGUERITE GAINSBOROUGH, EUGENE DAWES
AND OTHER DISTINGUISHED ARTISTS

SYMPHONY ORCHESTRA DIRECTED BY JAMES RIGARDO

ACADEMY OF MUSIC, SOUTH BIRMINGHAM

WEEK BEGINNING MONDAY, MARCH SIXTH

NEWS GOTHIC EXTRA CONDENSED TITLE

LARGER CIRCULATION THAN ANY OTHER MORNING NEWSPAPER IN THE COUNTY

The Mor

VOL. XXVII. No. 8142 WEEHAWKEN, N. J., MONDAY, JUNE

RICH CROP EXPECTED

GENERAL BUYING OF WHEAT RESPONSIBLE FOR TREMENDOUS RISE RECENTLY PREDICTED FOR STOCK MARKET VALUES

EXPORTERS OFFERING UNUSUAL PRICES FOR DOMESTIC WHEAT CONSIGNED TO LOCAL MARKET

MILWAUKEE, June 1.—Encouraging reports from wheat growers are considered responsible for the activity among the larger buyers in all parts of the country. These buyers found the market heavily oversold, a condition which brought about the present shortage.

There seems to be little doubt that winter wheat crops will prove satisfactory owing to the lovely weather prevailing, and many of the western buyers show a tendency to hold their orders until the market becomes more settled. In some quarters there is a marked impression that the wheat market will soon become better, but until there is an increase in the buying no sustained change is looked for, and prices will remain as they are.

The bulk of the business is being done by local merchants who are constantly in touch with conditions of the market, which fact is responsible for their present activity.

Chicago operators recently sold more than 150,000 bushels to mills and a large quantity to exporters, although many large operators declare the demand was generally slow, and call attention to the fact that June was just one cent lower than July.

Coarse grains are reported to be in need of rain badly in many sections of the West, and the outlook for oats is not so very promising

Continued on Page Three

REWARD HEROES

LOCAL FIREMEN RECEIVE GOLD MEDALS FOR BRAVERY AND EFFICIENCY

MAYOR LAUDS ENTIRE VOLUNTEER FIRE DEPARTMENT

Seven men received medals for valor from Mayor Hart at the ceremonies attending the unveiling of the Firemen's Monument in the city park yesterday. He congratulated them and the entire department on the excellent service they have rendered. The Mayor also took this occasion to compliment the Chief and his staff for the splendid appearance of the men, and the efficient manner in which

POLO TOURNAMENT ATTRACTS LARGE CROWDS

The polo tournament held annually at the Houdson Country Club continues to interest the summer colonists, who attend the games daily and display great enthusiasm

Four more teams will compete to-morrow for the opportunity to play in the finals for a loving cup offered by the club.

A MOST INTERESTING STORY IN FOUR INSTALLMENTS

Everyone should read THE BRIDE, *a story of love by Jerome Hanifin, which will appear daily, beginning with the Tuesday issue.*

EXPERTS F GOLF CO

WONDERFUL SCORE IN CHAMPIONS

NEW YORK, June junior championships new links of the Win at Mineola. There wa round on the first da final round were play

The conditions dem qualifying test the af second rounds taking Several new traps an added, this big handi courses in the countr

Continued on Pa

ORDERS BIG

RAILROADS PLACE ORD COSTING SEVERAL

CONTEMPLATED ACTION GREET STOCKHOLDERS, WHO SEEK VOTE TO EMPOWER TH

The directors of se railroad are consideri renewing the big rail rolling stock.

It is proposed to is the purpose. Thousan interest at these rate will be convertible in common stock and te preferred stock, with on the common stock with debentures, and price of 115 per cent

Those who contem the improved earnin and proves that many whoever makes plain

TEXT SET IN CENTURY EXPANDED AMERICAN BORDER

HERALD EXTRA CONDENSED

60 Point 7 A

DESPOTISM

48 Point 8 A

NEIGHBORING

42 Point 8 A

ROBUST CHILD

36 Point 8 A

BRIEF DESPATCH

30 Point 12 A

HOMESPUN CLOTHS

24 Point 16 A

MASONIC CELEBRATION
ENTERPRISING FARMER

18 Point 20 A

FAKE INTERVIEW REPUDIATED
PERMANENT CAPITAL CHOSEN

12 Point 28 A

CONFERRED INDUSTRIAL SCHOLARSHIP
RIVAL UNIVERSITIES PLANNING DEBATE

10 Point 31 A

SCIENTISTS MADE WONDERFUL DISCOVERIES
WEEKLY NEWSPAPER ENDORSED MOVEMENT

CHARACTERS IN COMPLETE FONT

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7 8 9 0 . , - ' : ; ! ?

WHEN PINCHED
FOR SPACE
HERALD EXTRA
CONDENSED
WILL PROVE
A REAL
CONVENIENCE



HERALD EXTRA CONDENSED

OVER 15,000 CIRCULATION AND GROWING EVERY WEEK

The Norfi

VOL. XVII. No. 39 NORFIELD, TUE

MAROONED FOR YEAR IN THE ICE MOUNTAINS OF ANTARCTIC

ENGLISH EXPLORERS RETURN AFTER PERILOUS WINTER IN HUT ON RAINIER COAST

CLAIMS MADE THAT PENGUINS MIRROR HUMAN LIFE EVEN AS TO COURTSHIPS

OUT TO CHART WENDEL SEA BUT THE GLACIERS BARRED WAY AND MEN AWAITED LEADER'S TRIP TO MONTEVIDEO FOR VESSEL

LONDON, June 19.—Two young men, T. Bagley of Cambridge University and M. C. Lester, an officer in the Mercantile Marine, landed yesterday at Dover after being marooned for many months on the Antarctic Continent and passing a dreary winter in a hut made from the wreckage of a vessel.

The British Imperial Antarctic Expedition left London with the intention to chart the western shores of the Wendel Sea, the vast ice stronghold where the late Sir Edward Olnsberry's ship Arctic was crushed, and to carry out scientific work. The party undertaking this great task, involving as it did, even if everything went well, a march of almost 1000 miles in the absolutely unknown coun-

Continued on Page Four

4TH OF JULY CELEBRATION AND ATHLETIC MEET

Athletic Contest starts at one o'clock
Gold and Silver Medals Awarded
Scout Exercises Fireworks Display
Games for the Children

BALL GAME—NORFIELDS VS. BEACHMORES
Game starts at three-thirty

By all means don't neglect to attend this big annual event

RECREATION BALL PARK—NORFIELD

NEW-MADE VOTERS ARE TO CELEBRATE

ALIEN AND NATIVE ALIKE INVITED TO BIG GET-TOGETHER RECEPTION

In an endeavor to make the Fourth of July celebration throughout the states safe, sane and appropriate, the League of Foreign-Born Citizens is arranging a reception to be tendered to the foreign-born and native-born alike who shall be voters for the first time this year.

ONCE RICH TO FACE A CHARITY ASYLUM

RATED AS MILLIONAIRE TWO YEARS AGO

TEXT SET IN HARRIS ROMAN

MORE CHER AUTOMAN

TICKERS RECE

NEW DEVICES ARRANG SPEED AND ACCU

The apparatus of trol of these ticker York's Stock Exch vice on the bond ti gave entire satisfa thoritative and exi which the quotatio noticeably and nor various minor defe away with the Exc hope to increase th from 15 to 18 cents a few months.

This new system includes the stock-keyboard could be floor of the Exchan be placed.

The machines wo R. Cartier, a promi engineer. Many ot have worked more method, with large quotations and cut in a transaction; le sales on the ticker, to the senior to tha board. Under seve directing for stock reporter to the key trolled its systemat telegraph.

FIND STUDE

COLUMBIAN PROFESSO

While the studen Hopkins Universit discovered reports type of vitamine, it of rickets at Colum The new method is

American Extra Condensed

72 Point 5 A 8 a

BAROUCHE

Highlander

60 Point 6 A 9 a

REPUBLICAN

Display Sign

48 Point 6 A 10 a

MISDEMEANOR

Egotistic Guard

42 Point 6 A 11 a

SPECIAL EDITION

Necessary quota partially secured

36 Point 6 A 13 a

MEMORANDUM

New Periodical

30 Point 9 A 18 a

UNKNOWN YOUTH

Baronial property sold to statesman

24 Point 12 A 21 a

REMARKABLE ACTOR

Interesting portraits and paintings shown

18 Point 16 A 33 a

WESTERN ROMANCE

Honest young sailor given bronze plaque for unusual bravery

14 Point 20 A 45 a

ENORMOUS BUILDINGS

Many merchants lease space in big downtown warehouse and factory

12 Point 23 A 48 a

CORPORATION PROSPERED

Prominent financier buys country estates. Planning improvements that should certainly prove beneficial

54 Point carried in stock only at Foundry

Characters in Complete Font

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American Extra Condensed

HOME EDITION

New Be

VOL. XXIV. No. 279 NEW BEDFORD, THU

GRAY VARSITY CREW BEATS DAR

Rowing Like Machines Grays Quickly Assume Lead and Finish Three Lengths Ahead of Darien

DARIEN TEAMS WERE MORE SUCCESSFUL IN OTHER AQUATIC EVENTS

GRAY varsity crew scored another victory over Darien in their annual four-mile race yesterday afternoon. After one of the most brilliantly rowed races in the history of this colorful regatta, the sons of Gray drove the nose of their slender cedar shell across the finish line three lengths ahead of their exhausted but still fighting Darien opponents, amid the thundering plaudits of thousands of spectators.

Gray covered the distance in 21:53, a figure that was 1 minute and 51 seconds behind the course record made in 1916.

The victory atoned for two previous defeats doled out to the Gray camp in the morning when their very promising freshmen were swamped a quarter of a mile from the finish line, after giving the Scarlets a splendid battle up to the point where the shell began to take in water from a freak puff of wind.

Last night the ancient site of the most picturesque boat races in the world was filled with madly excited Gray students whose cup of joy was filled to the brim.

Continued on Sporting Page

DRESS CONTROVERSY MANY CENTURIES OLD

Egyptologist Produces Extraordinary Evidence That Shows It Raged in Pharaohs' Time

PARIS, June 5.—Those who favor the short skirt need not be discouraged by

BARQUE HALTS BIG LINER TO MAIL THREE LETTERS

Portuguese Skipper Makes Surprising Request That Delays Vessel Twenty-four Minutes

AMERICAN CAPTAIN RENDERED SPEECHLESS

There are no barnacles on American high seas courtesy as might reasonably be supposed in these days of rushing efficiency of transatlantic sailing. The captain of one of the largest steamships of the United States Lines reported that on his last eastbound trip while in mid-ocean he sighted a Portuguese barque flying code signals expressing a desire to talk with him. When abeam of the tiny vessel the engines of his ship were stopped and a dory quickly put off.

Presently the buoyant little craft was alongside the liner and one of its crew said he had three letters that he would like the liner to take to Europe. Words fail to convey any idea of the surprise occasioned, but the letters were passed

BOARD TO VACANT POSTA

Civil Service Board Examination For Postmasters

SECOND CLASS EXA

WASHINGTON, Ju will be held by the on Monday, July 1 postmasterships at second class office $2500 annually, an candidates for pos Vacancies now exi of these post office terms having expi

Those candidate will not be require for an examination will be rated accor and business train general fitness for

Applicants must high standing with

FAVORS PENSION

Congressman Advocat Instead of Instituti

ATLANTIC CITY, J pension laws were President of about

TEXT SET IN HARRIS ROMAN PANEL BORDER

Times Gothic

96 Point 3 A 4 a

Elk

84 Point 3 A 4 a

Rut

72 Point 3 A 4 a

Kite

60 Point 3 A 4 a

Build

48 Point 3 A 5 a

Sleigh

42 Point 3 A 6 a

Depths

36 Point 3 A 6 a

Nautical

30 Point 5 A 8 a

BORN
Might

24 Point 5 A 11 a

SURGE
Evicted

18 Point 7 A 14 a

HUMORS
Magician
helps girl

14 Point 11 A 20 a

REQUIRING
Honest boys
aided baker

12 Point 13 A 25 a

DESCENDING
Noted general
rescues friend
from reservoir

10 Point 14 A 28 a

HERBIVOROUS
Required seven
acres of alfalfa
for ninety cows

8 Point 17 A 32 a

BRANDING HORSE
Cowboy left young
mare with careful
old blacksmith on
night of departure
for southern coast

6 Point 18 A 36 a

SHREWD MANEUVERS
Brave artillery officer
helped fellow soldiers
when large aeroplane
bombed their position
near the railroad yard

54 Point carried in stock only at Foundry

Characters in Complete Font

A B C D E F G H I J
K L M N O P Q R S
T U V W X Y Z & $
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k
l m n o p q r s t u v
w x y z ff fi fl ffi ffl
. , - ’ : ; ! ?

RAILROAD GOTHIC

14 Point 19 A

INTERESTING BIOGRAPHERS

12 Point 20 A

HIGHLANDERS MASTERPIECE

10 Point No. 2 24 A

FOREIGN SINGER BLIND MUSICIAN

10 Point No. 1 30 A

RECOVERED FRIEND PUBLIC RESOURCES

8 Point No. 2 26 A

UNAUTHORIZED FORCE IMPORTANT PAINTING

8 Point No. 1 30 A

EXHIBITED CLEAN LEDGER INDIAN MAIDS CAMPING

6 Point No. 5 36 A

DISTRICT CHAIRMAN APPOINTED UNCOMPROMISING COMMANDER

6 Point No. 4 42 A

REMODELING SUBURBAN FARMHOUSE SOUTHERN CONVENTION ADJOURNED

6 Point No. 3 48 A

GOVERNMENT SECURING PLENIPOTENTIARIES CONGRESSIONAL INVESTIGATION SUCCESSFUL ENCOURAGED RESERVATIONS CONFIRMATION

6 Point No. 2 54 A

BEAUTIFUL MOUNTAIN RESIDENCES COMPLETED ORGANIZATION IMPROVED DISTRIBUTING CHARGE SEVERAL BOUNTIFUL GENTLEMEN CONTRIBUTING

42 Point 5 A

BRING IDEAS

36 Point 6 A

MOUTH REGAIN

30 Point 8 A

EXPOSED COINAGE

24 Point 11 A

PROVISION MACHINES

18 Point 15 A

NECKERCHIEF UNDESIRABLE

54 Point carried in stock only at Foundry

CHARACTERS IN COMPLETE FONT

A B C D E F G H I J K L

M N O P Q R S T U V W

X Y Z & $ 1 2 3 4 5 6

7 8 9 0 . , - ' : ; ! ?

120 Point 3 A

SIX

96 Point 3 A

RUN

84 Point 3 A

KIDS

72 Point 3 A

HOUR

60 Point 3 A

BRAIN

48 Point 4 A

ENGINE

Gothic No. 545

72 Point 3 A 4 a

Nod

60 Point 3 A 4 a

Bank

48 Point 3 A 5 a

Expert

42 Point 3 A 6 a

Mikado

Characters in Complete Font

A B C D E F G
H I J K L M N
O P Q R S T U V
W X Y Z & $ 1 2
3 4 5 6 7 8 9 0
a b c d e f g h i
j k l m n o p q
r s t u v w x y z
. , - ' : ; ! ?

9 and 54 Point carried in stock only at Foundry

36 Point 4 A 6 a

BUNGS
Haughty

18 Point 8 A 17 a

HUNTING
Bought girl
nifty tackle

10 Point 15 A 30 a

NEW METHOD
Company claims greatly improved facilities caused more production

30 Point 5 A 8 a

RESUME
Qualifying

14 Point 11 A 22 a

NEIGHBOR
Companions encountered former mate

8 Point 18 A 36 a

RAILROAD BRIDGES
Engineer arranging the many necessary details and superintending the preliminary regulations for immediate building

24 Point 6 A 10 a

DECISIONS
Metropolitan

12 Point 13 A 26 a

RESOURCES
Maintain some mode of saving for unusual use

6 Point 18 A 36 a

BANKING EQUIPMENT
Model conveniences that enhance the satisfaction and accommodations for many depositors are now installed. The gentlemen directing are industrious

GOTHIC CONDENSED No. 521

CHARACTERS
IN COMPLETE FONT

A B C D E
F G H I J
K L M N O
P Q R S T
U V W X Y
Z & $ 1 2 3
4 5 6 7 8 9 0
. , - ' : ; ! ?

20 Point 20 A
SIGNED NOTE BARS REPORT

16 Point 24 A
PROCURE ORDER DESIGN SCENERY

12 Point 29 A
MANAGERS GATHER CLEVER INVENTORS

10 Point 35 A
RESOLUTIONS ADOPTED SHOE MANUFACTURERS

8 Point 48 A
EXTRAORDINARY PHOTOGRAPHER MERCHANT DEMANDED BUILDING

6 Point 44 A
DISTINGUISHED WRITER RETURNED INVENTS WONDERFUL INSTRUMENT

9 and 54 Point carried in stock only at Foundry

72 Point 3 A
ROUND

60 Point 4 A
BORDER

48 Point 6 A
SECURING

42 Point 8 A
DIM FIGURE

36 Point 8 A
HEROES DINE

30 Point 10 A
GIRLS RECOVER MARINES HUNT

24 Point 15 A
NOTED EXPLORER REFINERS MARCH

HARDWARE

MATERIALS FOR CONTRACTORS AND MECHANICS

FARMING AND FACTORY SUPPLIES

TRACTOR AND AUTOMOBILE SERVICE STATION

STEPHENER & BUSHSTEIN
OFFICE AND DELIVERY YARD
RUNSDEN CENTER, MAINE

Gothic Nos. 520 to 526

48 Point No. 520 — 3 A

USE

42 Point No. 520 — 5 A

NICK

36 Point No. 520 — 5 A

ROAD

30 Point No. 520 — 6 A

BENCH

24 Point No. 520 — 8 A

MISGIVE

18 Point No. 520 — 10 A

INDENTED
REPOSING

12 Point No. 520 — 15 A

EACH NUMBER
NOTICE FROCK

10 Point No. 520 — 18 A

BARGE RETURNING
DISTINCTIVE HOME

8 Point No. 526 — 20 A

HIRE CLEVER MECHANIC
UNIQUE MACHINE GIVEN

8 Point No. 525 — 23 A

GET PRODUCTION REPORTS
FURNISH CHARMING MUSIC

6 Point No. 524 — 23 A

BEAUTIFUL BUILDING
MADE HONOR GUARD
HISTORIC MANSIONS

6 Point No. 523 — 30 A

ENTERTAINS GOVERNOR
HANDLING HUGE CROWD
SPECTACULAR RESULTS

6 Point No. 522 — 33 A

PURCHASED FINE CALENDAR
EXHIBIT NUMEROUS STYLES
REMARKABLE SCHOLAR WON

6 Point No. 521 — 37 A

RETURN FROM EUROPEAN CLIME
OVERHAUL SEVEN AUTOMOBILES
JUDGE URGES INSPECTION TOUR

Characters in Complete Font

A B C D E
F G H I J K
L M N O P
Q R S T U
V W X Y Z
& $ 1 2 3 4
5 6 7 8 9 0
. , - ' : ; ! ?

54 and 60 Point carried in stock only at Foundry

Gothic Condensed No. 524

24 Point — 10 A 19 a

EXPORTED
Huge Stock

18 Point — 12 A 24 a

DEMANDING
Kept Enough

14 Point — 19 A 38 a

MODERN USAGE
Began Production

12 Point — 22 A 45 a

MEMBERS RESIGN
Organize Sport Club

10 Point — 25 A 54 a

HANDSOME BORDERS
Bought Choice Material

8 Point — 32 A 65 a

DESIGNS INTEREST PUBLIC
Spanish Masterpiece Displayed

6 Point — 31 A 63 a

GIVE COMICAL PERFORMANCE
Prominent vaudeville actors make extensive plans for entertainment

30, 36, 48, 60 and 72 Point carried in stock only at Foundry

Characters in Complete Font

A B C D E F G H I J K L
M N O P Q R S T U V W X
Y Z & $ 1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l m
n o p q r s t u v w x y z
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Gothic Condensed No. 523

Characters in Complete Font

A B C D E F G H I J

K L M N O P Q R S

T U V W X Y Z & $

1 2 3 4 5 6 7 8 9 0

a b c d e f g h i j k

l m n o p q r s t u v

w x y z . , - ' : ; ! ?

20, 42, 48, 60 and 72 Point carried in stock only at Foundry

36 Point 5 A 9 a

HUGE MINE

Brighter Site

30 Point 7 A 16 a

MODERN FIRM

Guides Explained

24 Point 8 A 18 a

DIRECTOR HOME

Enjoyed Associates

18 Point 13 A 28 a

ENTERPRISES BEGUN

Remarkable Constructor

14 Point 17 A 35 a

SHORE RESORTS THRIVE

Hostelries Renew Contract

12 Point 19 A 38 a

INDIGNANT CITIZEN SIGNED

Dispersed Nightly Gatherings

10 Point 22 A 44 a

MERCHANT RENDERED DECISION

Constant advertising increases sales and discourages much unfair rivalry

8 Point 26 A 50 a

BROKERAGE HOUSE CONFIRMS REPORT

Several manufacturers are conducting their business more profitably by honest dealings

6 Point 26 A 52 a

COLOR COMBINATIONS DEMAND MUCH STUDY

Desirable results may be obtained by using colors which add that lively touch to high-grade printing

Condensed Gothic No. 574

6 Point 31 A 63 a

PHOTOGRAPHIC EXHIBITS
Modern Equipment Sought

5 Point 28 A 55 a

GORGEOUS MORNING EFFECT
Several motorists traveled early viewing the beauties of daybreak

24 Point 9 A 17 a

Mighty SUN

18 Point 14 A 27 a

BANKS Replied

14 Point 20 A 34 a

GUIDE CENSURED
Notorious Hunters

12 Point 23 A 45 a

HEROINES RETURNING
Enthusiastic Spectator

10 Point 25 A 50 a

INTERESTING ORCHARD
Beautiful Evening Scene

8 Point 29 A 58 a

CHARMED SOUTHERN PEOPLE
Many Pleasant Country Houses

Characters in Complete Font

A B C D E F G

H I J K L M N

O P Q R S T U

V W X Y Z & $

1 2 3 4 5 6 7 8 9 0

a b c d e f g h i

j k l m n o p q r

s t u v w x y z

. , - ' : ; ! ?

9, 30, 36, 42 and 48 Point carried in stock only at Foundry

Gothic No. 544

36 Point 4A 7a

NIMBUS
Eclipsing

30 Point 5A 9a

MIXTURE
Distinction

24 Point 6A 12a

HUMOROUS
Congratulated

18 Point 9A 19a

NICE UNIFORM
Excellent Soldier

14 Point 12A 25a

GYPSIES CAMPED
Build Splendid Huts

12 Point 14A 28a

FRESH ENCOUNTER
Rivals Contested Game

10 Point 17A 36a

DANGEROUS MECHANISM
Accidents Fortunately Averted

8 Point 18A 38a

ENCHANTING SURROUNDINGS
Grotesquely Painted Establishment

6 Point 18A 40a

DELIGHTS INTERESTED AUDIENCE
Noted Actor Scored Wonderful Success

Characters in Complete Font

A B C D E F G
H I J K L M N O
P Q R S T U V
W X Y Z & $ 1 2
3 4 5 6 7 8 9 0
a b c d e f g h i
j k l m n o p q
r s t u v w x y z
. , - ' : ; ! ?

42, 48, 54 and 60 Point carried in stock only at Foundry

PAGEANT

Commemorating the Opening of the
Home for Aged Actors



Kenilworth Auditorium
Newark, Kansas

WEEK OF JUNE FIRST

Under auspices of the
ACTORS' WELFARE LEAGUE
of Hudson County

VOCATIONAL CAMEO

EXTRA CONDENSED TITLE GOTHIC No. 12

CHARACTERS IN COMPLETE FONT

A B C D E F G H I

J K L M N O P Q R S

T U V W X Y Z & $

1 2 3 4 5 6 7 8 9 0

. , - ' : ; ! ?

54 Point carried in stock only at Foundry

72 Point 4 A

FOUNDED REMAINS

60 Point 4 A

NARCOTIC SHOCKING

48 Point 8 A

COMPOSITOR MARKS DATE

42 Point 8 A

DOMESTICATE COUNTY ROAD

20 Point 23 A

MYSTERIOUS FIGURES
INGENIOUS WORKMEN
PRODUCTIVE METHOD

16 Point 26 A

OVERWHELMING DEMANDS
UNUSUAL DEMONSTRATION
NOTEWORTHY APPEARANCE

12 Point 30 A

MANUFACTURER PROGRESSING
INTELLIGENT SUPERINTENDENT
HIRED INDUSTRIOUS WORKERS

10 Point 37 A

SCHOLARS ENCOURAGED INSTRUCTOR
TEACHER SUBMITS SPLENDID REPORT
ENTIRE CLASS ATTENDED RECEPTION

36 Point 9 A

UNDERMINED CONDUCTORS

30 Point 11 A

ENCUMBERING REPAIRS ROAD

24 Point 17 A

GRAND WELCOME
BEAUTIFUL GIFTS
SUPERIOR MUSIC

Lightline Gothic

36 Point 6 A 9 a

Hypothesis

30 Point 6 A 12 a

Military Band

24 Point 8 A 14 a

EXPENDITURE

Rival Champion

18 Point 11 A 22 a

FOREIGN DICTUM

Independent Official

14 Point 17 A 32 a

SOCIAL CONFERENCE

Bibliographic Discussion

12 Point 19 A 39 a

UNINTERESTING STORIES

Entertain Rich Philanthropist

10 Point 22 A 43 a

POPULAR DRAMAS RECALLED

Many famous plays scheduled for presentation starting next season

8 Point 24 A 47 a

NEWSPAPER PUBLISHERS CONVENE

Editors and proprietors have agreed upon program for their semi-annual conference

6 Point No. 4 26 A 52 a

IMPORTANT MATTERS AWAIT SETTLEMENT

Discussion of advertising and circulation among the numerous topics scheduled for presentation

6 Point No. 3 31 A 61 a

PAPER MANUFACTURERS DESCRIBED CONDITIONS

Give lengthy explanation for increasing contract prices of newsprint despite objections from the weekly newspapers

Characters in Complete Font

A B C D E F G H I J

K L M N O P Q R S

T U V W X Y Z & $

1 2 3 4 5 6 7 8 9 0

a b c d e f g h i j k l

m n o p q r s t u v w

x y z . , - ' : ; ! ?

LIGHTLINE TITLE GOTHIC

12 Point No. 8 17 A

RECOGNIZES DISPOSITION

12 Point No. 7 21 A

BURGOMASTER ENCYCLOPEDIA

12 Point No. 6 24 A

HONEST PERSON UNION SERVICES

12 Point No. 5 29 A

PICTURESQUE GUIDE FINANCIAL CREDITOR

6 Point No. 4 26 A

MECHANICAL TRICK PREVIOUS REPLIES COMPULSORY PLAN

6 Point No. 3 31 A

BEWILDERING ACTIONS NATIONAL PARLIAMENT ILLUSTRATED FEATURE

6 Point No. 2 40 A

FRANK OUTSPOKEN YOUTH OUTSTANDING SECURITIES MEMBERS PRAISE OFFICER NEW TURBINES INSTALLED

6 Point No. 1 46 A

CAPITALIST PURCHASED ESTATE INTERNATIONAL MAGNATE WEDS RELATIVES GREATLY SURPRISED TELEPHONE CONGRATULATIONS

CHARACTERS IN COMPLETE FONT

A B C D E F G H I J K

L M N O P Q R S T U

V W X Y Z & $ 1 2 3

4 5 6 7 8 9 0 . , - ' : ; ! ?

Monotone Gothic

Characters in Complete Font

A B C D E F G H I J

K L M N O P Q R S

T U V W X Y Z & $

1 2 3 4 5 6 7 8 9 0

a b c d e f g h i j k

l m n o p q r s t u v

w x y z . , - ’ : ; ! ?

30, 36, 42 and 48 Point carried in stock only at Foundry

MONOTONE TITLE

12 Point No. 8 16 A

RECEIVED HORSE

12 Point No. 7 20 A

HIRES MECHANICIAN

12 Point No. 6 22 A

ENERGETIC REPORTERS

12 Point No. 5 26 A

HUNGARIAN NECROMANCER

6 Point No. 4 20 A

MODEST CRUSADER RETURNING

6 Point No. 3 27 A

DELIGHTED ENTHUSIASTIC AUDIENCE

6 Point No. 2 32 A

NOMADIC TRIBESMAN INVENTED MACHINES

6 Point No. 1 31 A

SHREWD MANAGER ORGANIZED SPLENDID TEAM

CHARACTERS IN COMPLETE FONT

A B C D E F G H I J K L M

N O P Q R S T U V W X Y Z

& $ 1 2 3 4 5 6 7 8 9 0

. , - ’ : ; ! ?

18, 24, 30 and 36 Point carried in stock only at Foundry

24 Point 7 A 13 a

MENAGERIE

Disciplinarian

18 Point 9 A 19 a

REPRODUCING

Engraved Initials

14 Point 13 A 26 a

STRONG BRIGADE

Magnificent present graciously accepted

12 Point 16 A 31 a

HEARD BIOGRAPHER

Demonstrating engines bought after inspection

10 Point 17 A 34 a

REIMBURSING MINERS

Grateful managers praise men who rescued women

8 Point 20 A 42 a

STORE OWNERS EMBARKING

Hundreds departing for seaside tents where gentle breezes blow

6 Point 22 A 44 a

MUSICIANS BROUGHT DULCIMER

Entertain great assemblage of music lovers before leaving the continent for that wonderful southern ocean resort

6 Point No. 3 24 A 47 a

BOUGHT USEFUL MONOTONE GOTHICS

Wise printers made certain that cases were always full of every size of this readable and forceful letter. Every office needs this face

CARD GOTHICS

WEDDING GOTHIC

12 Point No. 7 — 10 A

KENTUCKIAN IMPROVISING

10 Point No. 6 — 13 A

BROWN HOUSE RING SECURED

8 Point No. 5 — 13 A

MOUNT MAJESTIC HISTORIC BRIDGE

8 Point No. 4 — 16 A

NOTED COMPOSITOR EXHIBITS BROCHURE

6 Point No. 3 — 17 A

IMPROVED CREDIT SYSTEMS CIVIL SERVICE COMMISSION

6 Point No. 2 — 25 A

BEAUTIFUL MONUMENT COMPLETED QUEBEC RAILROAD ADMINISTRATION

6 Point No. 1 — 31 A

REORGANIZING MANY GOVERNMENT BUREAUS NORWEGIAN ARCHITECTURE HIGHLY PRAISED

CONDENSED TITLE STAR GOTHIC

6 Point No. 4 — 36 A

HUMOROUS CIRCUS CLOWNS DELIGHT MANY CHILDREN DISTRIBUTING CENTERS REPORT INCREASED BUSINESS

6 Point No. 3 — 44 A

RECENT CHEMICAL DISCOVERY REVOLUTIONIZED PHOTOGRAPHY MAGAZINE PUBLISHERS HOLD ANNUAL CONVENTION IN MICHIGAN

6 Point No. 2 — 45 A

SCHOLARSHIPS AWARDED WORTHY STUDENTS AT CORNELL COLLEGE HANDSOME SOUVENIRS DISTRIBUTED AT CENTENNIAL CELEBRATION

6 Point No. 1 — 54 A

FRENCH DIPLOMAT RECENTLY ADDRESSED DELEGATION OF VERMONT PHYSICIANS NATIONAL GUARDSMEN ENCAMPED ON BEAUTIFUL PLATEAU NEAR DESERT REGION

TITLE GOTHIC

6 Point No. 71 — 24 A

DISTINGUISHED GENERALS HONORED PICTURESQUE FRENCH CHARACTERS

6 Point No. 72 — 28 A

NEW ENGLAND MUSEUM OF NATURAL HISTORY DELIGHTFUL SUBURBAN RESIDENCE ACQUIRED

6 Point No. 73 — 35 A

LARGE TELESCOPE COMPLETED AT WESTERN UNIVERSITY NUMEROUS DESCRIPTIVE NUMBERS REHEARSED BY BAND

6 Point No. 74 — 45 A

RETIRING MANAGER PRESENTED WITH HANDSOMELY ENGRAVED CHARM MERGER OF LEADING FINANCIAL INSTITUTIONS REPORTED FAVORABLY

TELEPHONE BLAKE 826

JOHN HOPKINS, M. D.

64 HIGH STREET

OFFICE HOURS:
9 TO 10 A. M.
2 TO 3 P. M.
8 TO 10 P. M.

NORWICH, CONN.

HORTON PHARMACY
382 KINGSTON ROAD
HARTFORD

M

℞

DANIEL J. JOHNSTON, M. D.
208 COLUMBIA AVENUE

HOURS DAILY 2 TO 4 P. M. | TELEPHONE 6594 | HOURS SUNDAY 9 TO 10 A. M.

WESTERN ARTISTS GUILD
SUITE 19 FRICK BUILDING
DES MOINES

ARTHUR NOSTRAND
SECRETARY

Larger sizes of Wedding Gothic, Condensed Title Star Gothic and Title Gothic carried in stock only at Foundry

CARD GOTHICS

LIGHT LITHO GOTHIC

6 Point No. 11 — 19 A 38 a

RECEIVED WONDERFUL PRESENTS
Linen Shower Surprises Prospective Bride

6 Point No. 12 — 25 A 48 a

GIVES SOCIETY PRINTING ENGRAVED EFFECT
Beautiful Character for Delicate and Refined Stationery

6 Point Title No. 2 — 29 A

EXCLUSIVE SEASIDE RESORTS BEING RENOVATED
MOST DESIRABLE SUITES BEING EAGERLY SOUGHT

6 Point Title No. 1 — 34 A

EXQUISITE GOTHIC CHARACTERS PLEASED NOTED PRINTER
DELICATE FACE ADMIRED BY DISCRIMINATING CUSTOMERS

AT HOME
AFTER JANUARY TWENTY-EIGHTH
MR. AND MRS. JOHN SMITH

58 HARLEIGH COURT
PLAINFIELD

GRAND MUSICALE
GIVEN BY
NIAGARA MUSIC SOCIETY

BAL MASQUE . . . . . BOSPHORUS
PIANO: MISS BEATRICE SINGLETON

GYPSY QUEEN . . . . . CIPRIANO
SOPRANO: MISS JANE WESTON

SOUTHERN ROSES . . . . . STRAUS
VIOLIN: MASTER ELBERT STANNARD

JERSEY BELLE . . . . . MEUSE
PIANO: MISS HORTENSE LOGAN

THE NOMADS . . . . . BAYARD TAYLOR
HARP: MISS JAQUELINE LINDSTROHM

Larger sizes of Light Litho Gothic, Mercantile Gothic and Mitchell carried in stock only at Foundry

MERCANTILE GOTHIC

6 Point No. 4 — 15 A

MERITORIOUS RECORD
DIGNIFIED SPECIMENS

6 Point No. 3 — 18 A

NUMEROUS CHANGES MADE
CLERK SOLICITS DONATIONS

6 Point No. 2 — 19 A

EMINENT WESTERN POLITICIAN
GREAT BANKING FIRMS MERGED

6 Point No. 1 — 22 A

DOCTOR GIVES RELIABLE INFORMATION
EXPECTING DISTINGUISHED GENERALS

MITCHELL

6 Point No. 1 — 17 A

MAKING BEAUTIFUL DESIGN
CONSIDERING NEW METHOD

6 Point No. 2 — 19 A

DISTRIBUTED RARE SOUVENIRS
HOLDING ANNUAL CONVENTION

6 Point No. 3 — 24 A

INGENIOUS MECHANIC GIVEN BONUS
EXTRAORDINARY MATERIAL PRAISED

6 Point No. 4 — 28 A

REMARKABLE PICTURE INTERESTS ARTIST
SOCIETY UNVEILED ANTIQUE MASTERPIECE

6 Point No. 5 — 37 A

ELABORATE PAGEANTS CELEBRATING HISTORIC EVENTS
WORKMEN CONSTRUCTING GIGANTIC REVIEWING STAND

LINING GOTHIC

6 Point No. 529 — 26 A

FOREIGN GENTLEMAN SECURING DESIGN
DISCOVERED PICTURESQUE LANDMARKS

6 Point No. 528 — 33 A

MEMBERSHIP CAMPAIGN GIVEN DESIRED PUBLICITY
CHARMING ACTORS BEGIN ORIGINAL PERFORMANCE

6 Point No. 527 — 43 A

NOTEWORTHY IMPROVEMENT NOTICED BY PROSPEROUS MEMBER
CONSCIENTIOUS EFFORTS GAINED RECOGNITION FOR STUDENTS

BRANDON GOTHIC

6 Point No. 2 — 20 A

EXECUTIVE BOARD SUSTAINED CHARGES
FRENCH MUSICIANS ENTERTAINED DUKE

6 Point No. 1 — 24 A

METROPOLITAN MUSEUM OF NATURAL HISTORY
INSURANCE COMPANY ISSUED NEW YEARBOOK

Gothic No. 6

24 Point 6 A 10 a

BROKEN Match

18 Point 12 A 20 a

Entertained GUARDIANS

14 Point 13 A 26 a

MERCHANDISE Dispatched

12 Point 17 A 32 a

DANGEROUS ANIMALS ESCAPE
Negligent Keepers Given Admonition

10 Point 20 A 36 a

SHOWING MANY PLEASING DESIGNS
Regular Exhibitions Making Better Record

Characters in Complete Font

A B C D E F G
H I J K L M N O
P Q R S T U V
W X Y Z & $ 1 2
3 4 5 6 7 8 9 0
a b c d e f g h
i j k l m n o p
q r s t u v w x
y z . , - ' : ; ! ?

16 and 20 Point carried in stock only at Foundry

8 Point 20 A 40 a

HEARD PROMINENT SPEAKER
Numerous delegates return in time
to vote on most important question

6 Point 22 A 46 a

BANKERS ORGANIZING CLUB
Several reputable financiers make
elaborate preparations for sojourn
abroad to better business relations

5 Point 24 A 46 a

REPORTING SIGNIFICANT DISCOVERIES
Eminent scientist made several important
disclosures while exploring in polar region
and procured many excellent specimens for
geographic museum maintained by college

COMBINATION GOTHIC

24 Point No. 510 8 A

BROKERS

18 Point No. 510 10 A

HUMANKIND

18 Point No. 509 12 A

DESCRIBE BEAR

12 Point No. 508 15 A

MARKS POSITION

12 Point No. 507 16 A

ENLIGHTENED PUPILS

12 Point No. 506 17 A

FRIEND MADE SEARCH
GETS BEAUTIFUL FURS

12 Point No. 505 21 A

HOLDING LIVE CONVENTION
CLERK RECOGNIZED SINGER

6 Point No. 504 23 A

REACHED PERFECTION
ENTERPRISING BANKS
BURNED PHOTOGRAPH

6 Point No. 502 33 A

BOUGHT HISTORICAL BUILDING
ENTHUSIASTIC PRINTERS GAIN
PRISON BUNGALOWS GUARDED

6 Point No. 503 30 A

PRODUCE FINE SPECIMEN
BUYS INSTRUCTION BOOK
REMARKABLE MECHANICS

6 Point No. 501 37 A

FAMOUS MASTERPIECE EXHIBITED
ESTABLISHED DESIGNING BRANCH
PROMINENT PUBLISHER SPEAKING
FINISH MAGNIFICENT STRUCTURES

CHARACTERS IN COMPLETE FONT

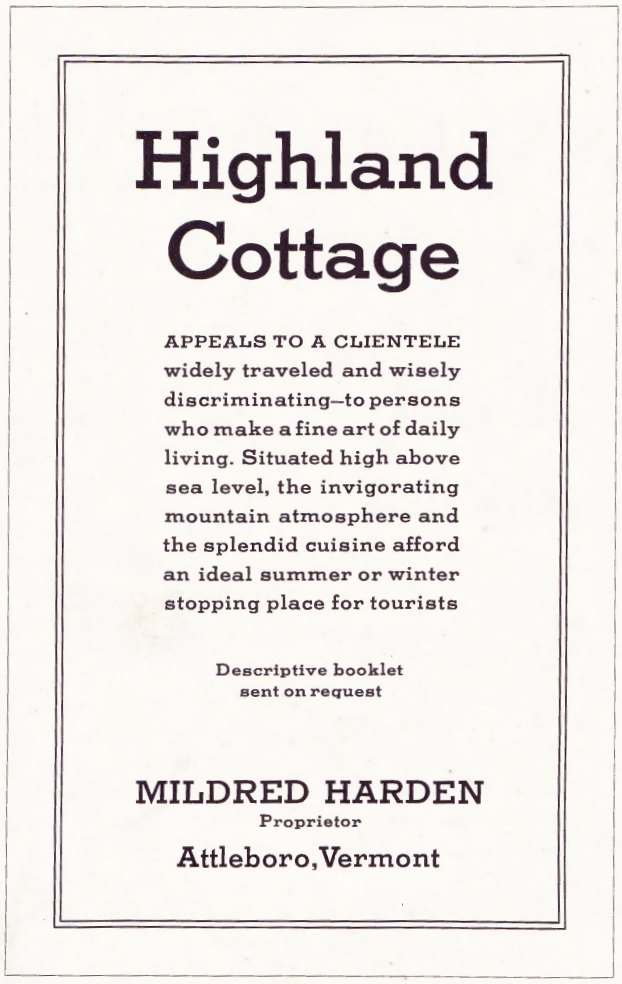
A B C D E F G
H I J K L M N
O P Q R S T U
V W X Y Z & $
1 2 3 4 5 6 7
8 9 0 . , - ' : ; ! ?

Litho Antique

Characters in Complete Font

A B C D E F G H I J
K L M N O P Q R S
T U V W X Y Z & $
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l
m n o p q r s t u v w
x y z . , - ' : ; ! ?

42, 48 and 60 Point carried in stock only at Foundry



36 Point 3 A 7 a

HINGE
Nightly

30 Point 4 A 9 a

SCHISM
Replaced

24 Point 5 A 11 a

BRUSHES
Grindstone

18 Point 9 A 16 a

MODERNIZE
Quadruplicate

14 Point 12 A 22 a

BOYS DANCING
Students Brighter

12 Point 15 A 28 a

READING QUERIES
Many Smart Children

10 Point 16 A 30 a

HONORS PUBLISHER
City Subscriber Pleased

8 Point 19 A 37 a

NEIGHBORS PLAN OUTINGS
Committee recommended tramp through beautiful woodland dell

6 Point 21 A 40 a

SUMMER ACADEMY REOPENED
Healthful mountain boarding schools invigorate the minds of frail children

Globe Gothic

120 Point 3 A 4 a

Sit

96 Point 3 A 3 a

Isle

72 Point 3 A 4 a

Nick

60 Point 3 A 4 a

Spelt

48 Point 4 A 8 a

United

42 Point 5 A 8 a

ROUTE

Musical

Characters in Complete Font

A B C D E F G H I J

K L M N O P Q R S

T U V W X Y Z & $

1 2 3 4 5 6 7 8 9 0

a b c d e f g h i j k

l m n o p q r s t u

v w x y z . , - ' : ; ! ?

36 Point 5 A 9 a

RESIGN

Senator

30 Point 6 A 10 a

INJURED

Diplomat

24 Point 7 A 13 a

EMBARGO

Navigators

18 Point 10 A 21 a

BRIGHTENED

Retiring court clerk honored

14 Point 14 A 28 a

HOME GARDENS

Chinese rosebush bloom fading fast

12 Point 18 A 35 a

PUBLISH MAGAZINE

Noted editorial writer financing corporation

10 Point 18 A 40 a

RECORDING MINUTES

Maine senators display ingenuity in fine debate

8 Point 23 A 48 a

HONORS SWEDISH PREMIER

Leading southern university to confer honorary degree. Great reception given foreign envoy

6 Point 23 A 48 a

SHOWING CURIOUS COLLECTION

Eminent scientist exhibited several fine specimens. Wealthy merchant offered fabulous sum for entire lot

Globe Gothic Condensed

Characters in Complete Font

A B C D E F G H I J
K L M N O P Q R S
T U V W X Y Z & $
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k
l m n o p q r s t u
v w x y z . , - ’ : ; ! ?

14 Point 18 A 37 a

REFINED METHODS
Celebrated detective makes investigation

12 Point 22 A 45 a

DANGEROUS POSTURE
Noted physical culturist delivers interesting talk

10 Point 24 A 48 a

PROCURED FINE PICTURE
Clever connoisseur bought famous painting for home

8 Point 28 A 58 a

MERCHANTS ORGANIZING CLUB
Several progressive retail dealers have inaugurated a campaign for creating a much better local trade

6 Point 30 A 63 a

HIGH OFFICIALS COMPLIMENTED MEN
Department managers received liberal praise together with substantial bonus in recognition of long, faithful service

36 Point 5 A 10 a

NICOTINE
Refulgent

30 Point 7 A 13 a

EXPOSITOR
Disentangle

24 Point 9 A 17 a

RESTRAINING
Husky Doctors

18 Point 14 A 27 a

CHANGES BLOCK
Proved proficient transport adviser

120 Point 3 A 4 a

Hut

96 Point 4 A 6 a

Bold

72 Point 4 A 6 a

Depth

60 Point 4 A 7 a

Subject

48 Point 5 A 8 a

High Bail

42 Point 5 A 9 a

RESIGNED
Men Exiled

Globe Gothic Extra Condensed

120 Point 3 A 4 a

Maid

96 Point 3 A 4 a

Depth

72 Point 4 A 6 a

Herbert

60 Point 4 A 6 a

Category

48 Point 6 A 9 a

Lone Desert

42 Point 7 A 11 a

NICE CLIMATE
Fishing Boats

36 Point 6 A 10 a

TELEPHONIC
Mail Service

30 Point 7 A 14 a

AUTOMOBILES
Beautiful road through valley

24 Point 10 A 19 a

ENTERTAINMENTS
Gorgeous scenery drawn artistically

18 Point 15 A 31 a

AMERICAN STEAMERS
Boats sailing through terrible autumn gales

14 Point 20 A 40 a

ELEVATED TRAINS COLLIDED
Safety device avoids many accidents, saving thousands of lives yearly in the cities

12 Point 24 A 49 a

MERCHANDISING DEPARTMENT
Superintendent desires closest investigations regarding every employee about general ability

10 Point 26 A 52 a

AMERICAN THEATRICAL SENSATIONS
Considerable interest now provoked regarding the great tragedians who delight enthusiastic audiences daily

8 Point 34 A 68 a

ELABORATES MOTION PICTURES ENTERPRISE
Producers expend fabulous fortunes making wonderful scenic effects. Modern accessories enhance dramas almost to point of perfection

6 Point 38 A 75 a

CONDUCTING SUCCESSFUL ADVERTISING CAMPAIGNS
Advertising weaknesses originate through neglect of primary art principles. Successful printers enforcing attention to carefully supervised and executed details

Characters in Complete Font

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
& $ 1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l m n o p q
r s t u v w x y z . , - ' : ; ! ?

Globe Gothic Extended

14 Point 8 A 18 a

BINDERS
Improved
avocation

12 Point 10 A 20 a

DOMESTIC
Novel styles
are popular

10 Point 12 A 24 a

GOVERNING
Maine justice
instructs jury

8 Point 14 A 28 a

HISTRIONICISM
Brilliant juvenile
actor performed

6 Point 15 A 30 a

MOTION PICTURES
Idaho film company
secured new stories

30 Point 4 A 6 a

SUED
Piano
music

24 Point 4 A 8 a

MINOR
Liquids
bought

18 Point 7 A 12 a

RECORD
Inscribes
biograph

72 Point 3 A 4 a

Kit

60 Point 3 A 4 a

SIR
Hid

48 Point 3 A 4 a

RED
Nest

42 Point 3 A 4 a

MOB
Dyed

36 Point 4 A 5 a

BURN
Sprite

Characters in Complete Font

A B C D E F G
H I J K L M N O
P Q R S T U V
W X Y Z & $ 1 2
3 4 5 6 7 8 9 0
a b c d e f g h
i j k l m n o p q
r s t u v w x y z
. , - ' : ; ! ?

Boston Breton Condensed

144 Point 3 A 4 a

Irk

120 Point 3 A 4 a

Set

96 Point 3 A 4 a

Hurl

72 Point 3 A 4 a

Biped

60 Point 4 A 5 a

Month

48 Point 4 A 7 a

Height

42 Point 5 A 8 a

Dolphin

36 Point 5 A 8 a

Mystical

30 Point 6 A 10 a

Using Raft

24 Point 8 A 15 a

DECIPHERS
Quaint Mask

18 Point 10 A 23 a

NOURISHING
Gave Banquet

14 Point 14 A 34 a

MECHANICIANS
Unique Invention

12 Point 19 A 39 a

EXPERT DIRECTOR
Novel Methods Used

10 Point 22 A 46 a

RAISE FINEST STOCK
Gave Magnificent Prize

8 Point 24 A 54 a

BIOGRAPHICAL ANECDOTES
Humorous incidents described by proficient historical writer

6 Point 28 A 60 a

MUTUAL WELFARE CONSIDERED
Local business men formulate plans for definite improvement of section

Characters in Complete Font

A B C D E F G H I
J K L M N O P Q R
S T U V W X Y Z &
$ 1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j
k l m n o p q r s t u
v w x y z . , - ' : ; ! ?

Boston Breton Extra Condensed

12 Point 23 A 47 a

COUNTRY LANDSCAPE
Many outdoor pleasures benefited folks seeking relief from summer heat

10 Point 27 A 54 a

REMARKABLE DRAWING
Antique collector recently discovered rare sketches while going through field

8 Point 36 A 70 a

HANDSOME RESIDENCE OPENED
Beautiful apartment with modern improvements declared faultless by leading southwestern builder

6 Point 35 A 70 a

PUBLISHER CONGRATULATED EDITOR
Instructive publications and editorials conscientiously edited in accordance with the views of eminent orthoepist

24 Point 11 A 23 a

REMONSTRANCE
Banker entertains prominent painter

18 Point 15 A 31 a

MACHINE DESIGNED
Several distinguished interested mechanics

14 Point 20 A 42 a

ENTHUSIASTIC SOLDIER
Children listen attentively while professor described many thrilling adventures

Characters in Complete Font

A B C D E F G H I J
K L M N O P Q R S
T U V W X Y Z & $
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k
l m n o p q r s t u v
w x y z . , - ' : ; ! ?

72 Point 3 A 5 a

Neighbor

60 Point 4 A 6 a

Right Style

48 Point 6 A 10 a

DETHRONED
Honest Guide

42 Point 6 A 12 a

BURDENSOME
Explored North

36 Point 7 A 14 a

HEARD ORATOR
Marvelous Beach

30 Point 10 A 19 a

BURNED RECORDS
Distinguished Guest

Boston Breton

72 Point 3 A 4 a

Nut

60 Point 3 A 4 a

Sigh

48 Point 4 A 5 a

DINE
Hotel

42 Point 4 A 5 a

BUSH
Enfold

36 Point 4 A 7 a

HINGE
Mortify

30 Point 4 A 8 a

REGAIN
Dispatch

24 Point 5 A 10 a

ROUND
Capable
Knights

18 Point 8 A 15 a

EMPRISE
Horsemen
raced mile

14 Point 10 A 20 a

INVESTORS
Several men
will promote
copper stock

12 Point 14 A 28 a

RESOURCE
Noted artist
selected the
new singers

10 Point 14 A 30 a

SPRINGTIME
Boy wistfully
looking to the
meadowlands

8 Point 17 A 34 a

BRIGHT HELPER
Interesting drives
through highway
pleased merchant

6 Point 18 A 38 a

SPLENDID READER
Dramatic articulation
wins encomium from
enthusiastic listeners

Characters in Complete Font

A B C D E F G
H I J K L M N
O P Q R S T U
V W X Y Z & $
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i
j k l m n o p q r
s t u v w x y z
. , - ' : ; ! ?

Foster Series

Characters in Complete Font

A B C D E F G H
I J K L M N O P
Q R S T U V W
X Y Z & $ 1 2
3 4 5 6 7 8 9 0
a b c d e f g h i
j k l m n o p q r
s t u v w x y z
. , - ' : ; ! ?

84 Point carried in stock only at Foundry

12 Point 16 A 30 a

MERCHANDISE
Great stock being steadily imported will delight buyer

10 Point 18 A 37 a

HOUSE BUILDING
Rich dwellings show colonial architecture with graceful dignity

8 Point 22 A 44 a

ADMIRABLE SERVICE
Conveniently situated and recently constructed hotel makes satisfying home for folks seeking real comfort

6 Point 24 A 46 a

WONDERFUL INVESTMENT
Owning your home brings much peace and restfulness, enables one to cultivate friendships that last, and is generally profitable

30 Point 5 A 9 a

NOISE
Lighten

24 Point 6 A 11 a

HUMAN
Ordinary

18 Point 9 A 18 a

UNEARTH
Nice Spring

14 Point 13 A 25 a

PROVIDENT
Intelligent men render service

72 Point 3 A 4 a

Half

60 Point 3 A 4 a

SUN
Digit

48 Point 3 A 5 a

RIME
Maple

42 Point 3 A 6 a

HIRES
English

36 Point 4 A 7 a

NOTICE
Subjects

Roycroft Series

120 Point 3 A 3 a

Set

96 Point 3 A 3 a

Bud

72 Point 3 A 4 a

Nigh

60 Point 3 A 4 a

Deject

48 Point 3 A 6 a

Expend

42 Point 4 A 7 a

REIGNS

Multiply

36 Point 4 A 7 a

DEIGN

Sleight

30 Point 5 A 8 a

BOUGH

Mischief

24 Point 6 A 10 a

SOLDIER

Heptagon

18 Point 9 A 16 a

RESPOND

Boy scouts travel west

12 Point 15 A 28 a

REPRIMANDED

Leader displeased relates grievance

10 Point 16 A 30 a

SECURES GUIDE

Mining prospector approved methods

8 Point 18 A 40 a

HONORS MERCHANT

Distinguished gathering sought political statistics

Characters in Complete Font

A B C D E F G H I J

K L M M N O P Q R R

S T U V W X Y Z &

$ 1 2 3 4 5 6 7 8 9 0

a a b c d e f g h h i

j k l m m n n o p q

r s t t u u v w x y z

fi fl The ct ſ ſh ſi ſl ſt

. , - ’ : ; ! ?

Character & made only for 8, 10, 12, 18 and 24 Point sizes

Clearface Gothic

12 Point 19 A 37 a

SUBURB GROWING
Quick development of beautiful section surprised residents

10 Point 22 A 43 a

DELIGHTFUL STUDIO
Local contracting firm erected fine structure for progressive artists

8 Point 25 A 48 a

REGISTERED TRADE MARK
Prudent lawyers generously rewarded by grateful clients for securing useful decision

6 Point 26 A 52 a

INDORSED MEMBERSHIP DRIVE
Energetic president of reputable athletic club gave honest opinion of method and praised fine work

24 Point 8 A 15 a

REMARKED
Doctor gave his approval

18 Point 12 A 22 a

MOVE BRIDGE
Engineer made fine reputation

14 Point 15 A 32 a

HISTORIC SCENES
Daring soldier told numerous exciting stories to audience

72 Point 3 A 4 a

Bush

60 Point 4 A 6 a

Drake

48 Point 5 A 8 a

HORNS
Ejected

42 Point 5 A 9 a

SKETCH
Ringbolt

36 Point 5 A 10 a

MOLDING
Deciphers

30 Point 6 A 12 a

BIG FIGURE
Notices Dial

Characters in Complete Font

A B C D E F G H
I J K L M N O P
Q R S T U V W X
Y Z & $ 1 2 3
4 5 6 7 8 9 0
a b c d e f g h i
j k l m n o p q
r s t u v w x y z
. , - ’ : ; ! ?

Bold Antique

72 Point 3 A 4 a

Hat

60 Point 3 A 4 a

SON

Mile

48 Point 3 A 5 a

INKS

Bight

42 Point 4 A 5 a

REND

Gothic

36 Point 4 A 6 a

DRINK

Syringe

30 Point 4 A 8 a

NOISE

Repaid

24 Point 5 A 11 a

DESIGN

Burgher

18 Point 8 A 15 a

HEROISM

Sideboards

14 Point 11 A 23 a

MECHANICS

Gesticulation

12 Point 13 A 26 a

ENHANCED
Hunters find clear picture

10 Point 14 A 26 a

PURCHASER
Consider their yearly income

8 Point 17 A 35 a

ORDERS HOUSE
Modern bungalow gives owner many pleasant thoughts

6 Point 17 A 35 a

BARREN COUNTRY
Progressive business men investigate plan of eminent engineers for irrigating barren southeast territories

Characters in Complete Font

A B C D E F G
H I J K L M N
O P Q R S T U
V W X Y Z & $
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i
j k l m n o p q r
s t u v w x y z ff fi
fl ffi ffl . , - ' : ; ! ?

Bold Antique Condensed

12 Point 16 A 32 a

HECTOGRAPH
Inventors raise enough capital

10 Point 18 A 36 a

GUARD SAILING
Prodigy receives handsome watch

8 Point 20 A 42 a

BUILDERS PLEASED
Iron contractors hear interstate reportorial staff submit statistics

6 Point 22 A 46 a

CHERISHED MEMORIES
Several former townsmen pass holidays recollecting the childhood pranks and rambling over mountains to familiar swimming hole

30 Point 5 A 10 a

BINDER
Equality

24 Point 6 A 12 a

MEMOIRS
Defendant

18 Point 10 A 18 a

RESONANCE
Night Echoes

14 Point 14 A 29 a

SOUGHT HOME
Heroes Rejoiced

72 Point 3 A 4 a

Malt

60 Point 3 A 5 a

RAID
Night

48 Point 4 A 6 a

HINGE
Sexton

42 Point 4 A 8 a

DREAM
Budgets

36 Point 5 A 9 a

ENAMOR
Indicated

Characters in Complete Font

A B C D E F G
H I J K L M N
O P Q R S T U
V W X Y Z & $
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i
j k l m n o p q
r s t u v w x y z
. , - ’ : ; ! ?

Michle Extra Condensed

120 Point 3 A 4 a

Spoilt

96 Point 3 A 4 a

Explain

84 Point 3 A 5 a

Doughty

72 Point 4 A 6 a

Birthright

60 Point 4 A 6 a

Metaphysic

48 Point 5 A 10 a

Heroic Guards

Characters in Complete Font

A B C D E F G H I J K L M

N O P Q R S T U V W X Y Z

& $ 1 2 3 4 5 6 7 8 9 0

a b c d e f g h i j k l m

n o p q r s t u v w x y z

ff fi fl ffi ffl . , - ’ : ; ! ?

42 Point 6 A 11 a

Recapitulate

36 Point 6 A 11 a

Strong Feeling

30 Point 8 A 16 a

PREPONDERANCE

Ultimate Decision

24 Point 11 A 21 a

ENCOURAGING SIGN

National Assemblage

18 Point 16 A 32 a

BENEVOLENT CHARACTER

Melodious Operas Revived

14 Point 22 A 43 a

HUMOROUS DEFINITION

Clever performer scores big success with playlet

12 Point 26 A 52 a

RESPONSIBLE AUTHORITIES

Municipality begins work on park boulevard for motorists

10 Point 26 A 53 a

FIRST ADVERTISING MAGAZINE

Retired journalist starts bright publication to increase interest in newer ideas of salesmanship

8 Point 33 A 63 a

BUSINESS ORGANIZATION EXPANDED

Large importing firm reports steadily increasing volume of business. Quite a few unfilled orders are still on hand

6 Point 34 A 68 a

HEROIC OFFICER SECURING PROMOTION

Courageous youth honored for remarkable example of bravery carried out under very difficult circumstances. Presented with a silver plaque in recognition of his exploit

MIEHLE EXTRA CONDENSED TITLE

CHARACTERS IN COMPLETE FONT

A B C D E F G H I J
K L M N O P Q R S
T U V W X Y Z & $
1 2 3 4 5 6 7 8 9 0
. , - ’ : ; ! ?

14 Point 33 A

MANSION FURNISHED
BROADENED STREETS
PROBES DEPARTMENT

12 Point 35 A

INTERESTING BUILDINGS
GRAND RECEPTION GIVEN
NEWSPAPER ADVERTISER
JUDGE PROCURED LEASE

10 Point 40 A

DISTINGUISHED GATHERING
SEVERAL EXCITING STORIES
DEMONSTRATOR APPROVED
ERECTS MAGNIFICENT HOME

8 Point 45 A

CURIOUS ENTERPRISES THRIVED
FOUND IMPORTANT DOCUMENTS
PRAISED EXPERIENCED SCHOLAR
REVIEWED CHARMING SPECIMEN

6 Point 50 A

YOUNGSTER RECEIVED SPECIAL MENTION
HIGH SCHOOL GRADUATE STUDIED MUSIC
PROMINENT CITIZENS DEMANDED RIGHTS
BETTER RESULTS ACHIEVED BY FOREMAN

36 Point 10 A

REPRIMAND
MECHANICS

30 Point 14 A

SHAREHOLDER
CONSPICUOUS

24 Point 20 A

PROMOTED ISSUE
RICH PURCHASED
FOREIGNERS GAIN

18 Point 26 A

POPULAR IMPLEMENTS
ENTERTAINING PEOPLE
REMODEL STRUCTURES

96 Point 4 A

RINGS

84 Point 5 A

DRANK

72 Point 5 A

ENDURE

60 Point 5 A

KINGDOM
BROTHER

48 Point 7 A

MENAGERIE
SHAMROCK

MIEHLE EXTRA CONDENSED TITLE

THE WEATHER
Today, probably fair with rising temperature

RICHM

VOL. XVI. No. 265 RICHMOND, NE

BANKER GIVES MO

NEBRASKA CHILDREN GIVE MUSICAL TREAT

BIG CROWD ATTENDS BAND CONCERT AND PARK COMMUNITY SINGING

SCHOOLS OBSERVE NATIONAL MUSIC WEEK

The glad chiming of church bells and school children's voices uplifted in song ushered in Music Week, and every day there will be a series of lectures, recitals and concerts, professional and amateur, in which not only musicians and musical clubs will take part, but colleges, clubs, lodges, moving picture theatres, schools and welfare bodies such as the Salvation Army and Y. M. C. A., as well.

Several thousand children and adults gathered near the band stand in Garfield Park yesterday afternoon and sang the fine old hymns and patriotic songs with much vim. The Municipal Band played the accompaniments and Secretary Jay Henry Sexton of the Central Y. M. C. A.

Continued on Page Two

RETURN OF PROSPERITY IS PREDICTED BY CREDIT MEN

PITY FOOLISH PESSIMISTS WHO ARE BEMOANING HARD TIMES AND DO NOTHING CONSTRUCTIVE

Speaking last night at the Steel Club banquet, Willard M. Stanley said that in the iron and steel business the volume of

TEXT SET IN CENTURY EXPANDED

LIVELY BEE CAUSES AUTO MISHAP

A busy bee buzzed into a jitney bus recently and cost the owner thereof many dollars. The driver alleged he became confused and lost control of the wheel when the cute little insect approached him and the bus crashed into a telephone pole. Several of the passengers were injured, one of them severely. This woman was awarded $3000 damages by a jury, yesterday.

MAY DINE IN LONDON AND SLEEP IN PARIS

STARLIGHT AIR SERVICE PROVING VERY POPULAR

Special Cable from our London Correspondent

The night flying route between Paris and London is now in daily operation and marks a further step in the progress of aviation. The service has been fittingly named the Starlight Air Route and uses the most powerful type of machine. It now becomes possible to dine in the best part of London and then get a midnight supper on the hill of Mantemortre in the cheery French capital before retiring.

FAMED W ENCOUR WASHI

BRITISH STATESM

ADMINISTRATION MAKE PROPER PREPARATI

The Premier's sp he reviewed the G not changed in any the United States t situation in Russia minister's able add impressive vote of by the present Gov little disposition on the administration notice. In a nutshe review of what too his eloquent descri appalling condition belief in the necess the powers to some

DEPARTMENT STORE SALES REPOR

Department store sales during the past month were th recorded. They show a considerable advance over last ye may be somewhat accounted for by the lateness of Easte satisfactory showing when everything is taken into cons men's and women's clothing were substantially manufac

Miehle Extra Condensed

ribune

SPECIAL EXTRA

EMBER 21 — Two Cents Within City Limits, Three Cents Elsewhere — TWO CENTS

ONUS BILL IES SENATE

diers' Guard of Honor Senator Brown

ION COVERING COST

crease Total Expenditure inance Committee

e Tribune
ber 20—Escorted by e recruited from the osts and veterans of ator Brown delivers ify the Senate Com- will march from his on Monday, when it esent the bonus bill re the Senate.
een for the bill to be rably tomorrow, but he veterans' organi- ded to postpone the resentation until all

d on Page 5

TIONS CUT N BANKERS

elegate Urges Repeal national Loans

for a demonstration ected removal from d for many weeks so ntroversy and helps tries to get ahead of

Halted Revelation

MUNICIPAL COUNCIL VOTES TO TABLE RESOLUTIONS SUBMITTED BY THE CITIZENS CALLING FOR RIGID INVESTIGATION OF OIL GRAFT CASE

TO SEARCH FOR LOST TREASURE

MILLIONS of dollars in gold will be recovered from the secret depths of the great South Sea if the elaborate plans of Captain Manuel Anicosta and his daring crew prove successful. They are all veteran deep-sea divers besides being expert seamen and adventurers.

EIGHT HUGE BALLOONS CONTINUE IN BIG RACE

Some Reported Drifting Over Lake Michigan Others Headed Straight for Texas

SIX ARE FORCED TO DESCEND NEAR START

One, After Reaching Southern Part of Ontario from Milwaukee, Is Driven Back to Indiana

SOUTH BEND, September 20—Fourteen huge balloons started from here Monday afternoon in a race to decide who shall be America's representative at the next big balloon race in Paris. Only eight of them are still aloft and at last reports they were headed in eight different directions.

Captain Ronald Simons started out well and was being carried rapidly toward the southern part of Ontario, when the strong

Morgan Warns His Political Colleagues That Hasty Action Will Bring Trouble

ALDERMAN COSTELLO REMAINS UNMOVED

Indignant Citizens Plan Monster Meeting of Protest Against Arrogant Misuse of Authority

The Municipal Council, by a vote of 21 to 10, today tabled the citizens' resolution calling for a rigid investigation of the oil graft case. The excuse given was that the evidence thus far submitted was entirely too slim to warrant any further action on their part. Mayor Morgan made an effort during the morning session to break the ranks of the majority, but to no avail. His powerful deep-toned voice could be heard distinctly in every nook and corner of the big densely crowded council chamber. He pleaded with them and warned them that their records would have to stand a close inspection by the voters at the next great city election. But the wonderful influence of this great man could not stir Alderman Costello, municipal leader, or his political henchmen from their position. So great is the political power wielded by Alderman Costello that his every word is law.

Next Thursday evening Mayor Morgan has promised to address a meeting of the new Citizens' Party, formed to oppose the old Municipal Party now in power. Mayor Morgan and many prominent men at one time members of the old party have been loudly praised for the courageous manner

TEXT SET IN CENTURY OLDSTYLE

Latin Condensed No. 550

72 Point 4 A 6 a

Hydrate

60 Point 4 A 6 a

Relighted

48 Point 5 A 9 a

Neckerchief

36 Point 5 A 9 a

Bright Method

30 Point 7 A 11 a

Delightful Shade

24 Point 9 A 18 a

HONORS BOY SCOUT
Charitable Institution

18 Point 15 A 31 a

SPLENDID ACHIEVEMENTS
Educated Reporters Promoted

12 Point 21 A 42 a

SCENERY CHARMS MANY TOURISTS
Mountainous Country Inspired Artist

10 Point 23 A 46 a

DISTINGUISHED INVENTORS RECEIVED
Builders Gathered During Demonstration

Characters in Complete Font

A B C D E F G H I J K L
M N O P Q R S T U V W X
Y Z & $ 1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l m n o p q
r s t u v w x y z . , - ' : ; ! ?

Latin Antique No. 520

24 Point 5 A 11 a

Reliable Sleuth

18 Point 8 A 18 a

Noble Child Arrived

14 Point 13 A 27 a

INSTRUCTED STUDENT
Society Gentlemen Helped

12 Point 13 A 29 a

BECOMING
Multiplicand

10 Point 14 A 29 a

RESTORING
Stylish Hotel

8 Point 15 A 32 a

DISTRIBUTED
Helpful Scholar

6 Point 16 A 37 a

KINDERGARTENS
Beautiful Children

5-on-6 and 30 Point carried in stock only at Foundry

Characters in Complete Font

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z
& $ 1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l m n o p q
r s t u v w x y z . , - : ; ! ?

Antique No. 525

Characters in Complete Font

A B C D E F G H I J
K L M N O P Q R S
T U V W X Y Z & $
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k
l m n o p q r s t u v
w x y z ff fi fl ffi ffl
. , - ’ : ; ! ?

5½, 7, 9 and 42 Point carried in stock only at Foundry

36 Point 3 A 6 a

BIRDS
Epistle

30 Point 4 A 8 a

SINGER
Republic

24 Point 6 A 12 a

KINGDOMS
Native Child

18 Point 8 A 17 a

HEMISPHERE
Mighty Scholar

12 Point 14 A 30 a

SECURED CHARTER
Many organized miners travelled to convention

10 Point 16 A 35 a

PICTURESQUE SCENERY
Beautifully metamorphosed countryside attracts tourist

8 Point 18 A 38 a

HONORS ACCORDED SINGER
Distinguished gathering pleased by foreign vocalist seeking fame

6 Point 20 A 40 a

PROFESSOR STUDIED CONDITIONS
Several international problems solved by many prominent college instructors concerning political economies abroad

Antique No. 524

12 Point 14 A 29 a

RETIRED TEACHER
Given Happy Surprise

10 Point 16 A 35 a

INDUSTRIES PROGRESS
Dealers Indorse Movement

8 Point 18 A 38 a

PLEASING DESIGNS SHOWN
Sculptor Publicly Complimented

6 Point 20 A 44 a

PURCHASED NORTHERN HOMES
Officials Acquired Beautiful Residence

Characters in Complete Font

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
& $ 1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l m n o p
q r s t u v w x y z . , - ’ : ; ! ?

5-on-6, 18, 20 and 24 Point carried in stock only at Foundry

Cushing Antique

36 Point 5 A 9 a

REGIME
Objection

30 Point 5 A 10 a

ENDURES
Superiority

24 Point 7 A 13 a

IMPORTING
Country Maid

18 Point 10 A 20 a

NOTED RIDERS
Grand Exhibition

14 Point 14 A 28 a

REQUIRE SERVICE
Demand Better Light

12 Point 16 A 32 a

INFORMED REPORTER
Sinister Methods Exposed

10 Point 18 A 38 a

PROTECTED DEPOSITORS
Dependable Banking System

8 Point 22 A 44 a

BUSINESS CONDITIONS IMPROVE
Unusually Large Dividends Expected

6 Point 24 A 48 a

WONDERFUL STEAMBOAT EXCURSION
Children Enjoyed Delightful Ocean Breezes

Characters in Complete Font

A B C D E F G H I J
K L M N O P Q R S
T U V W X Y Z & $
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k
l m n o p q r s t u v
w x y z ff fi fl ffi ffl
. , - ’ : ; ! ?

42, 48, 60 and 72 Point carried in stock only at Foundry



Inspiration

BEETHOVEN sought his inspiration in the woods; Whistler in the mystic darkness of night; Whitman absorbed from the poor the ideas that made him great

To such men—the musician, the painter, the poet—do we look for inspiration to guide us toward success. The poet may go to the stars for aid, or the sales manager to his advertiser, the thing which they seek is the same—ideas which will induce the world to look favorably upon their products. As the success of a poem often depends on its power to inspire the people who read it, just so does the success of some commercial products depend upon their power to inspire those who can be expected to buy them

BURD PRINTING HOUSE

HARRISON, MICHIGAN

AMERICAN BORDER ORPHIC SPOT

Post Monotone

Characters in Complete Font

A B C D E F G H I J
K L M N O P Q R S
T U V W X Y Z & $
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k
l m n o p q r s t u v
w x y z . , - ' : ; ?

The following Special Characters are put up with all fonts from 5 to 14 Point inclusive. They are sold in separate fonts from 18 to 36 Point inclusive

The of a h m n o u E)

36 Point 3 A 6 a

Magnet

30 Point 4 A 7 a

Hepatica

24 Point 5 A 9 a

SPENDING
Reportorial

18 Point 7 A 15 a

NIGHTMARE
Garden Swing

14 Point 9 A 19 a

PRIZED METHOD
Establishing Sales

12 Point 11 A 25 a

BRIGHT MERCHANT
Demonstrated Chairs

10 Point 12 A 25 a

LADIES RECOGNIZED
Organizations Grateful

8 Point 12 A 29 a

CHOIR SINGERS RETIRING
Appreciative vestrymen pay old artists substantial reward

6 Point 12 A 29 a

QUAINT MONMOUTH BEACH
Enthusiastic eastern vacationist praised complete arrangements

5-on-6 Point 14 A 32 a

EXHIBITED SUPERIOR METHODS
Conscientious printer demonstrated wonderful results obtained recently

Ionic No. 522

18 Point 9 A 16 a

HARMONIZING
Reported Method

12 Point 14 A 28 a

MODERN COMEDIANS
Display Rare Judgment

10 Point 16 A 34 a

BRINGS CHILDREN HOME
Noted Explorer Brought Zebra

8 Point 18 A 39 a

HELPED STUDIOUS COMPOSITOR
Editor Developing Educational System

6 Point 18 A 42 a

SERMON INTERESTED CHURCHMEN
Unfortunate Incident Spoiling Big Carnival

5 Point carried in stock only at Foundry

Characters in Complete Font

A B C D E F G H I J K L M
N O P Q R S T U V W X
Y Z & $ 1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l m n o p
q r s t u v w x y z ff fi fl ffi ffl
. , - ' : ; ! ?

VICTORIA ITALIC

24 Point No. 552 6 A

MIXER
BRACE

24 Point No. 553 9 A

STRONG
CHECKS

18 Point No. 552 9 A

KINDRED
REMINDS

12 Point No. 551 12 A

ENCLOSURE
SURVEYING

12 Point No. 552 16 A

DISTRIBUTION
GREAT PRIZES

12 Point No. 553 19 A

CONTINUED RUSH
WORK COMPLETED

12 Point No. 554 24 A

BEAUTIFUL BUILDING
ANTIQUE FURNITURE

6 Point No. 551 20 A

STOCKHOLDERS DELIGHTED
PROMINENT CORPORATION

6 Point No. 552 22 A

ENJOYS MIDNIGHT SERENADE
VENETIAN LANTERN GLOWING

6 Point No. 553 29 A

CONVENTION REPORTED PROGRESS
FOREIGN DELEGATIONS PONDERING

6 Point No. 554 30 A

REPRODUCING IMPORTANT MANUSCRIPT
COLLEGE REWARDS INGENIOUS PENMAN
INTERNATIONAL MECHANIC CONVINCED

CHARACTERS IN COMPLETE FONT

A B C D E F G H I
J K L M N O P Q R
S T U V W X Y Z &
$ 1 2 3 4 5 6 7 8 9 0
. , - ' : ; ! ?

Law Italic No. 520

14 Point 13 A 26 a

BANKER DECEIVED
Relates Financial Crisis

12 Point 16 A 32 a

SENSATIONAL DANCER
Instructors Approved Steps

10 Point 17 A 40 a

MERCHANDISE RECOVERED
Importing Wholesalers Delighted

8 Point 20 A 40 a

REMARKABLE PHOTOGRAPHS SHOWN
Hundreds Attended Despite Snowstorms

Characters in Complete Font

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
& $ 1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l m n o p
q r s t u v w x y z ff fi fl ffi ffl
. , - ' : ; ! ?

Classified Advertising Faces

FREE—**The Book of Complete Information About Pianos**—This remarkable book, bound in cloth, contains 256 pages, including 24 handsome full-page color plates of pianos and players, shown so lifelike that you can almost picture the actual instruments before you. Period and art designs in fine mahogany, walnut and oak. It describes and illustrates every detail of construction, design and material, enabling you to **judge values before you buy.** A leading railroad president says, *everyone should have this book.* Write today for your copy of this valuable and interesting book of piano facts. **CHRISTOPHER G. HENDERSON, P. O. Box 28, Silverton, N. Y.**

4 Pt. Franklin Gothic 20 A 48 a

EVERY PROGRESSIVE EXECUTIVE SHOULD ADVERTISE IN HIS TRADE PAPER
Advertising Display Must Be Carefully Prepared If It Would Command Attention

4 Pt. Century Expanded 21 A 42 a

MODERN PRINTER BOUGHT HOUSES
Efficient Mechanic Builds Strong Chateau

4 Pt. Century Expanded Italic 22 A 44 a

SHREWD COMPOSITOR HONORED
Began Career Delivering Country Paper

LUMINOUS PAINT—**Make Your Watches, Clocks, Keyholes, Etc., Visible by Night**—The latest discovery in the scientific world. Hitherto practically unobtainable except at prices beyond reason, we have at last succeeded in producing this remarkable **Luminous Paint,** which applied to the surface of any article *emits rays of clear white light,* rendering it *perfectly visible* in the dark. **The darker the night, the more brilliantly it shines.** Quite simple to use. Anyone—You can do it. Send for it today. **Price 25c. Larger sizes, 50c and $1. BYRON M. CARLSON & CO., 29 Belleville Street, Chicago**

5 Pt. Clearface Bold 23 A 47 a

NEW IDEAS ARE MORE PRECIOUS THAN THE COSTLIEST DIAMONDS
Space Buyers Demand Distinctive Typography Without Sacrifice Of Readability

5 Pt. Century Expanded 23 A 45 a

HONEST CRAFTSMEN RETURN
Bought Magnificent Seashore Hotel

5 Pt. Century Expanded Italic 22 A 44 a

REPORTER DISCOVERS CLUE
Circumstantial Evidence Reviewed

EARN AT LEAST $50 A WEEK AS A NURSE
Learn nursing in spare time at home through the famous Bailey system. *Hundreds of our successful graduates* are enjoying good weekly salaries in this congenial and highly respected profession. When **Nearly Every Student Earns Money While Learning** there is no further excuse for your slaving away in some dingy office at less than half the salary of a trained nurse. The lesson sheets and books are written so that anyone may understand them. It will pay you to send for our booklet describing the easy payment plan **BAILEY SCHOOL OF NURSING, Box 21, North City**

5 Pt. Boldface No. 520 16 A 36 a

MORTGAGED NEW HOUSE
Son Demands Certified Check

5 Pt. Condensed Title No. 523 24 A 48 a

HIRING COMPETENT MECHANICIANS
International Race Begins Next Month

5 Pt. Roman No. 524 22 A 44 a

RETURNS FROM DANGEROUS SECTOR
Shrewd Correspondent Given Reception

5 Pt. Italic No. 524 22 A 44 a

BEAR CAUGHT NEAR JUNCTION
Delightful Excursion Around Islands

MAKE MONEY RAISING BELGIAN HARES!
This interesting book tells all about how to select, breed and manage Belgian Hares for profit. In fact, every known detail of this remunerative occupation is explained. Price **$1** postpaid.
Look Over Our List of Practical and Instructive Handbooks

The Practical Gardener..	$1.30	How to Raise Chickens..	$1.25
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DENMAN PUBLISHING CO., 14 Hoyt St., Dallas

5 Pt. Ionic No. 522 17 A 40 a

DESIGN OUTLINE BORDER
Bus Owner Started Homeward

5 Pt. Antique No. 526 22 A 42 a

UNIVERSITY CREW BANQUETED
Continental Trip Delayed President

5 Point Caslon Lightface 22 A 43 a

SEAMEN EMBARKING FOR SOUTHERN SHORE TOMORROW MORNING
Expect Many Big Storms But Determination To Reach Goal Remains Unshaken

HERE IT IS! The Vibrator Problem Solved. You know that vibration means new life, health and beauty. You know it is also Nature's way to **banish pain** and to give you new **energy and vitality.** You may know all of this, but do you know that the big problem of science has been to devise a hand vibrator that would be satisfactory in every way? That problem has vanished. We have solved it. This wonderful **New Electric Pulsator is Guaranteed** to effect all the benefits made possible by this method of treatment. The first trial demonstrates that it is not an experiment but **a proven success.** Hundreds of doctors and trained nurses use it in daily practice to inject new strength into worn-out and tired persons. It is a wonderful instrument. **The Electric Pulsator** requires no connection with electric wires, it furnishes its own power. It is simple, compact, effective and cannot get out of order. *Send for our big catalogue.* **GORDON ELECTRIC CO., 2406 Hanson Street, Chicago**

5 Pt. Gothic No. 578 21 A 38 a

EXTRAORDINARY MECHANICS PRODUCED SATISFACTORY RESULTS
Prominent Manufacturer Complimented Inventor of Elaborate Contrivance

5 Pt. Condensed Gothic No. 10 28 A 55 a

DISTINGUISHED CONNOISSEUR PROCURED REMARKABLE REPRODUCTION OF FAMOUS PAINTING
Beautiful Masterpiece of Celebrated Landscape Artist Recently Discovered Creates Much Interest

5 Pt. Oldstyle No. 523 22 A 44 a

MYSTERIOUS MEN QUESTIONED
Novel Contrivances Receiving Approval

5 Pt. Oldstyle Italic No. 523 22 A 44 a

INITIATE HUMOROUS MEMBER
Recent Developments Impart Courage

BECOME AN ARTIST! ***Simple Rules of Drawing Very Easily Learned at Home***—If you have ever wished to be an artist here is the big opportunity that you have been waiting for. We have brought the principles of drawing right down to fundamentals. Through our wonderfully simple ***Home Study Course in Art*** countless men and women have become high-salaried artists. And you can too. *A few hours a week of your leisure time is all that is required.* All superfluous technique with false theory of other methods has been abolished. ***You enjoy studying*** —it is actually fascinating! In a short time you should be drawing *pictures you can sell.* Many of our students have gotten as high as $75 for a drawing before they had finished the course. Get into this field of opportunities. **DICKSON ART SCHOOL, *Carr Building*, Dayton, Ohio**

5 Pt. Franklin Gothic 22 A 46 a

EDUCATIONAL DIRECTORS ENDORSED NEW TRAINING METHODS
Clever Superintendent Inaugurated Highly Productive Study System

5 Pt. Franklin Gothic Italic 19 A 38 a

JUVENILE AUDIENCE REQUESTING ACROBATIC PERFORMANCE
Most Interesting Program Being Arranged To Amuse Little Children

5 Pt. Roman No. 527 20 A 40 a

MAGNIFICENT STRUCTURES
Several New Buildings Completed

5 Pt. Italic No. 527 20 A 40 a

ENCOURAGING REPORT HEARD
Real Estate Companies Made Profit

REAL SALARIES FOR PRODUCTION MANAGERS
Wonderful Opportunities For the Well-trained Man
Industry is literally combing the country for men who know how to pick the most efficient workers for the job, how to train them, how to organize for production so that the work will proceed smoothly and swiftly to completion, Methods in the more progressive shops have been vastly improved within the last few years. The old-time rule-of-thumb foreman is no longer sure of his job. A science of *modern foremanship* has been developed, based on the proved experience of the most practical production men in the country. Great strides have been taken in the *scientific selection* of men and in the effective cooperation of management and labor. A science of *personnel* management has been developed. Big concerns under Managers of Personnel are analyzing the fitness of individuals for particular or special tasks, supervising the training, organizing and conducting employee organizations, and in general seeing to it that a smooth-working system is in active operation. *For full information write* **GARDNER INSTITUTE, *Dept. 52-M*, St. Paul, Mass.**

5 Pt. Century Oldstyle Bold 20 A 40 a

DESIGNER WITH PRACTICAL IDEAS CAN BECOME EXECUTIVE
Gradual Advancement Offered Compositor Desiring Better Situation

5 Pt. Century Oldstyle Bold Italic 19 A 38 a

HUNDREDS ATTENDING TECHNICAL SCHOOLS OF PRINTING
Knowledge Brings Confidence And Satisfaction To Bright Students

4½ Pt. Century Expanded 19 A 38 a

REWARDED INDUSTRIOUS HELPERS
Diligent Mechanics Securing Recognition

4½ Pt. Century Expanded Italic 19 A 38 a

EXECUTIVE BOARD GIVEN PRIZE
Humorous Scholar Promptly Eliminated

AMERICAN TYPE FOUNDERS COMPANY

is the largest manufacturer in the world of Type, Borders, Ornaments, Brass Rule, Brass Type, etc., as well as the most important dealer in

Job Type	Galvanized Galleys
Body Type	Zinc Galleys
Borders, Ornaments	Special Galleys
Spaces and Quads	Leads and Slugs
Cast Cuts	Copper Thin Spaces
Cast Initials	Electric Welded Chases
Brass Rule	Bright Steel Chases
Brass Corners	Radio Iron Surfaces
Brass Leads	Steel Furniture
Brass Slugs	Iron Furniture
Brass Galleys	

The above list comprises a few of the many products sold by this Company to printers throughout the world. The variety and extent of its manufactures is not equaled by any other type foundry and none can give better service

AMERICAN TYPE THE BEST IN ANY CASE

SET IN POST MONOTONE

Popular TYPEWRITER FACES

with Examples of Imitation Typewriter Printing

American Type Founders Company

This insert is printed on BLUE BISCAY WEDDING, plate finish
Basis 21½ x 33—76 lbs.
Made by the AMERICAN WRITING PAPER CO.
Holyoke, Mass.

American Type Founders Company

Type Founders

Selling Houses are Located in Many
Principal Cities

Dear Sir:

Practically every printing office is obliged to have in its composing room a variety of typewriter faces to meet the demand of its customers for circulars and typewriter letters. Many buyers of printing believe that for certain kinds of advertising, nothing can be more effective than the use of a typewriter face, whether printed through a ribbon to match a certain make of machine or printed directly from the type.

To enable the printer to make a selection that will meet practically every demand made upon him, we show in this section of the catalogue a wide variety of typewriter faces made in appropriate sizes. Some of the faces have been made to match the types used on the modern typewriting machines, and, when printed through ribbon or similar material, closely imitate the original.

The constantly increasing demand for typewriter letters and circulars, in both large and small quantities, leads us to believe that the printer will appreciate our effort to provide him with a variety of styles of typewriter faces that will meet his every requirement.

Very truly yours,

AMERICAN TYPE FOUNDERS COMPANY.

Letter set in 12 Point Smith-Premier Typewriter No. 2 Showing on page 530
Heading set in Garamond and Roundhand

Popular Typewriter Faces

12 Point New Model Remington Typewriter — 20 A 100 a

The safety movement, to be effective, must be kept continually before us, as is the case with advertising. You cannot place one advertisement and forever keep the merits of the product before the public. Neither will one "Safety Rule" forever keep us free from accident. The need for intelligent cooperative safety work is greater today than ever. Ten per cent

Characters in Complete Font—1/10 Inch Set

ABCDEFGHIJKLMNOPQRSTUVWXYZ&$1234567890abcdefg
hijklmnopqrstuvwxyz.,-''":;!?()¯*@¢/%#

Fractions are fonted 1/4 1/2 3/4 1/8 3/8 5/8 7/8 and furnished separately

---

12 Point Silk Remington Typewriter — 20 A 100 a

Every intelligent traveler who travels with a purpose outlines his route, selects the places of interest which he desires to visit, and carefully apportions his time. If one is to traverse a certain area of territory in a given period, his movements should be guarded by forethought and method. Reading is mental traveling through regions far more various and with

Characters in Complete Font—1/10 Inch Set

ABCDEFGHIJKLMNOPQRSTUVWXYZ&$1234567890abcdef
ghijklmnopqrstuvwxyz.,-'":;!?()¯*@¢/%#

Fractions are fonted 1/4 1/2 3/4 1/8 3/8 5/8 7/8 and furnished separately

Special high period, comma, colon, semi-colon and apostrophe furnished to order

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12 Point Silk Remington Underscored Typewriter (for use with Silk Remington) — 10 A 32 a

In order to maintain color harmony, and still retain beauty throughout, the advertisement must be planned. The copy and illustrations are to be created--not simply made to any size, but to fit a given space. This working plan is bound to simplify and reduce to a standard all work that may call for unusual and quick execution. Consider the minor details at every

Characters in Complete Font—1/10 Inch Set

ABCDEFGHIJKLMNOPQRSTUVWXYZ&$1234567890abc
defghijklmnopqrstuvwxyz.,-'":;!?

Justifiers for all typewriter faces are put up in 1-pound and 5-pound fonts and furnished only when specially ordered

NOTE.—The matrices for the Typewriter Faces shown on this page were cut to match closely the characters used on the typewriting machines represented. In order to get satisfactory results in matching, these types should be printed through silk or ribbon with ink made for the purpose. (See examples on pages 525, 526, 527 and 528.)

Popular Typewriter Faces

12 Point New Model Remington Typewriter No. 3 — 20 A 100 a

The choosing of a line of business which shall offer the greatest opportunities, and be of the most interest to you, lies with yourself. No other person can tell what you love to do. Some help there is, from those who can read character and fitness; but your own love is an outreaching toward accomplishment in the direction your Maker intended. Follow the inner lead and do that which comes to hand, as you lean toward your one

Characters in Complete Font—7 Point Set

ABCDEFGHIJKLMNOPQRSTUVWXYZ&$1234567890abcdef
ghijklmnopqrstuvwxyz.,-'":;!?()¯¢/%#

---

10 Point New Model Elite Remington Typewriter — 20 A 100 a

Can you imagine a world without printing--a world without books, newspapers, magazines, or literature of any sort? Such a world would be well-nigh uninhabitable, for there would be no civilization as we know it. Without printing, the human race would very quickly go back to the days of clubs and skins. Has it occurred to you that printing is the sun of the human intellectual universe, and the newspapers are giant reflectors which collect and diffuse information to every quarter of the habitable globe. But it is the advertisement that transmutes this information into coin of

Characters in Complete Font—5⅞ Point Set

ABCDEFGHIJKLMNOPQRSTUVWXYZ&$1234567890abcdefgh
ijklmnopqrstuvwxyz.,-''":;!?()¯☆@¢/%#

Fractions are fonted $\frac{1}{4}\frac{1}{2}\frac{3}{4}\frac{1}{8}\frac{3}{8}\frac{5}{8}\frac{7}{8}$ and furnished separately

---

12 Point New Model Underwood Typewriter — 20 A 100 a

One of the pleasures that has come to Europe and to America in the past is the revelation of the enormous interest to be found in Persian art and literature. The influence of this is seen in the theatre, with its scenery, dances and color schemes; in interior decoration, dress, illustrations; and in textile designs. Our collectors have yielded to the charms of Persian design in faience, textiles, rugs, woodwork.

Characters in Complete Font—1/10 Inch Set

ABCDEFGHIJKLMNOPQRSTUVWXYZ&$1234567890abcdef
ghijklmnopqrstuvwxyz.,-''":;!?()¯°*@¢/%#

Fractions are fonted $\frac{1}{4}\frac{1}{2}\frac{3}{4}\frac{1}{8}\frac{3}{8}\frac{5}{8}\frac{7}{8}$ and furnished separately

Justifiers for all typewriter faces are put up in 1-pound and 5-pound fonts and furnished only when specially ordered

NOTE.—The matrices for the Typewriter Faces shown on this page were cut to match closely the characters used on the typewriting machines represented. In order to get satisfactory results in matching, these types should be printed through silk or ribbon with ink made for the purpose. (See examples on pages 525, 526, 527 and 528.)

Popular Typewriter Faces

12 Point New Model Smith-Premier Typewriter — 20 A 100 a

Industries are ingrained with the characters of their founders and directors. Products must partake of the characters in kind, quality and design, of the men responsible for them. Even the employees of organizations reflect the ambitions, ideals and methods of those who direct them. Because public information concerning the character and activities of a business increases and enlarges its success, a powerful institution devotes its vast resources to distribute

Characters in Complete Font—7¼ Point Set

ABCDEFGHIJKLMNOPQRSTUVWXYZ&$1234567890abcdef
ghijklmnopqrstuvwxyz.,-'":;!?()@/%#

---

12 Point New Model Smith-Premier Typewriter No. 3 — 16 A 80 a

The secrets of the soul are published by every face. No one can deceive time, and no one can prevent time from displaying character. Progress requires this safeguard. The meeting of crises, the answers to adversity, the acceptance of victories, the appraisement of the present, the judgment of the past, and preparation for the future--all these enter into the structure of character. The habit of action based on numerous

Characters in Complete Font—8 Point Set

ABCDEFGHIJKLMNOPQRSTUVWXYZ&$1234567890abcde
fghijklmnopqrstuvwxyz.,-'":;!?()¯¢/%#

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12 Point Victoria Underwood Typewriter — 20 A 100 a

A great many of our present-day commercial travelers can learn valuable lessons from successful business scouts of past decades. Many of these old-timers know what hard times really are. They had to make business where none existed. They knew how to sell goods to a merchant who did not want to buy. The writer is fortunate in having one of these veterans as a business associate and he is an old-timer in

Characters in Complete Font—7¼ Point Set

ABCDEFGHIJKLMNOPQRSTUVWXYZ&$1234567890abcdefghi
jklmnopqrstuvwxyz.,-'":;!?()¯°*@¢/%#1/4 1/2 3/4

Justifiers for all typewriter faces are put up in 1-pound and 5-pound fonts and furnished only when specially ordered

NOTE.—The matrices for the Typewriter Faces shown on this page were cut to match closely the characters used on the typewriting machines represented. In order to get satisfactory results in matching, these types should be printed through silk or ribbon with ink made for the purpose. (See examples on pages 525, 526, 527 and 528.)

American Type Founders Company

TYPE FOUNDERS

Selling Houses Conveniently Located

Messrs. Avery Wiseman & Co.,
Prosperville, North America.

Gentlemen:

Imitation typewritten letters have come to occupy an important place in the industrial world of today, and every printer with business instinct should be prepared to take orders for this class of work. Many offices have found the production of imitation typewritten letters very profitable and have developed what has proved an almost independent business along this line. The accurately designed typewriter faces offered by the American Type Founders Company, in such wide variety, afford every printer the opportunity of engaging in the printing of imitation typewritten letters to whatever extent he chooses.

The type here shown, 12 Point New Model Smith-Premier, is designed to be printed through silk, crepe chiffon or regular ribbon cloth. By varying the quality and amount of cloth used an impression of any weight and character may be obtained. The ribbon cloth is heaviest, and gives most weight to the type face; crepe chiffon is lightest.

If addresses are to be filled in on the typewriter, have the stenographer of the firm for whom the work is to be done write a sample letter. Use this as a color sheet and have the pressman work on it, for the depth of color and the weight of the impression may easily be controlled on the press, while it is impossible to do this on the typewriter.

Very truly yours,

AMERICAN TYPE FOUNDERS COMPANY.

Letter set in 12 Point New Model Smith-Premier Typewriter Showing on page 524
Heading set in Typo Upright and Caslon Openface Title
Printed through Silk

American Type Founders Company

Printing Machinery of Every Description

Selling Houses Located in Most Large Cities

Mr. Live Printer and Binder,
Wherever Located, United States.

Dear Sir:

The Boston Wire Stitchers are gaining in popularity every day because they deliver the goods in an efficient manner. A printer or binder who takes time to investigate the merits of the Boston Wire Stitcher will not hesitate in deciding that this is the one machine that will best meet with all his stitching requirements. There is absolutely nothing complicated about this economical stitcher.

The Boston Wire Stitchers are so simple and easy to operate and to change from one wire to another that the young woman operator can attend to these details without the aid of a machinist. Simplicity and mechanical perfection was the one thought that the inventor of these machines kept in mind. Every little detail was worked out very carefully and was proved to the minutest particular before it was adopted. The result has been the production of perfection in wire stitching machines. The Bostons are in the satisfying class of machinery, and when once used will always be required.

The Boston Wire Stitchers are the favorite machines with operators everywhere. That this is true may be substantiated by investigating the kind of wire stitchers used in any large bindery. It will be found that the Boston has been adopted in preference to any other make of stitching machinery.

Our nearest Selling House will be pleased to send complete information and prices on request.

Yours for larger profits,

AMERICAN TYPE FOUNDERS COMPANY.

Letter set in 12 Point Silk Remington and Silk Remington Underscored Typewriter Showing on page 522
Heading set in Colwell Handletter and Colwell Handletter Italic
Printed through Silk

AMERICAN TYPE FOUNDERS COMPANY

Manufacturer of the *Kelly Press*

SELLING HOUSES IN MOST PRINCIPAL CITIES

The Ewell B. Gaynor Company,
Velvet Street, Speedwell.

Gentlemen:

The Kelly Automatic Job Press with the Extension Delivery is the greatest money-maker of them all. It is absolutely automatic, gives perfect register and unexcelled quality, at a speed of 3600 an hour. The Kelly is a half super-royal plus and is designed to print everything ordinarily printed on any half super-royal platen press, and does it more than three times as fast, at less wage cost, in less floor space, and of better quality.

The Kelly Automatic Feed comes closer to infallibility than any other automatic feed. An operator need not be tied to it. It is completely automatic, and may be changed in a minute to hand-feed without changing the guides.

The Kelly Automatic Feed takes a more varied range of stock than any other automatic feeder. It takes onionskin folio, flat-lying gum papers, flimsy papers, antique-finish and cameo-finish papers, glazed papers and cardboard that will wrap around the cylinder, as well as all the regular grades. It is taking cut-out stock and tinfoil pasted on paper. It takes the bottom sheet of a lift as readily as the top sheet. It does not automatically feed envelopes, but takes them by hand-feed. It does not rub or smutch when feeding printed side up. It is simple and gives no trouble. To sum up: here is a machine which on long and short runs more than fills the field hitherto occupied by half super-royal job presses, with more than treble the output and better quality.

Yours for quality,

AMERICAN TYPE FOUNDERS COMPANY.

Letter set in 12 Point New Model Underwood Typewriter Showing on page 523
Heading set in Garamond and Garamond Italic Vanity Initial Modern Dash
Printed through Silk

American Type Founders Company

Type · Borders · Ornaments

SELLING HOUSES CONVENIENTLY LOCATED

Mr. Prophett C. Kerr,
Pleasant Avenue, Banksfield.

Dear Sir:

Two things are essential for reducing costs of composition to a minimum, namely, efficient equipment and effective routing of the work. A perfect layout of ineffective equipment does not benefit much--a perfect layout of a pressroom filled with obsolete slow presses will give a comparatively small gain in production. Printers have learned this lesson in their pressroom experience. They are now learning the same lesson in the composing rooms, for the larger part of the equipments in use in composing rooms are ineffective; they retard the work and are wasteful of space and of wage time. This also applies to most of the equipments offered for sale for use in composing rooms.

The first step toward greater economies in composing rooms is to avail oneself of the services of a production engineer of the American Type Founders Company, who will cooperate with you in increasing the productivity of your plant without increasing the wage costs. We have expert engineers whose sole work is to advise with our customers and make layouts of new plants and rearrange old plants or plants about to be moved into other premises. Hundreds of customers have been benefited by the work of our production engineers, yet no charge was made.

We maintain an Efficiency Department with its staff of production engineers for mutual benefit. We are interested in the profits of printers. Our prosperity depends upon theirs.

All that is necessary, if you are seriously interested in reducing the cost of production, and are ready to undertake the comparatively small expenditures which are usually necessary in effecting any sort of an improvement, is to apply to the nearest Selling House of the American Type Founders Company, the manager of which will arrange to give you the services or advice of one of our production engineers, who will furnish a layout where necessary or advise with your architect on the construction of a new building or the remodeling of an old one.

Yours for greater economies,

AMERICAN TYPE FOUNDERS COMPANY.

Letter set in 10 Point Elite Oliver Typewriter Showing on page 529
Heading set in Caslon Openface, Caslon Oldstyle No. 471 and Italic
Modern Flourish Modern Dash
Printed through Silk

This insert is printed on CERTIFICATE BOND
Made by the CROCKER-MCELWAIN COMPANY, Holyoke, Mass., in white and twelve colors, and in the usual commercial sizes and weights, nearly all of which may be had also in linen finish

POPULAR TYPEWRITER FACES

12 Point Oliver Printype — 20 A 100 a

The house-organ as a business institution is likely to receive a considerable impetus if newspaper publishers consistently follow their present tendency to check the flow of free publicity matter into their columns. As the newspaper tolerance of this nuisance diminishes--for an evil it has been declared to be by not only the publishers in their various associations but also by the American Association of Advertising Agencies--more and more of this matter will

Characters in Complete Font—7¼ Point Set

ABCDEFGHIJKLMNOPQRSTUVWXYZ&$1234567890abcdefghi
jklmnopqrstuvwxyz.,-'":;!?()¯^=*@¢/%#

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12 Point Oliver Typewriter — 9 A 32 a

Even a little leak, when allowed to increase itself, soon grows into a surprising total, and the printing business has its share of insidious, though tiny, leaks. For example, every time the job compositor stops to alter the measure of his stick, when finishing one job and taking up a fresh one, he comes to a complete halt as a producer. It seems trifling, but it is not the ten seconds necessary to change his

Characters in Complete Font—7¼ Point Set

ABCDEFGHIJKLMNOPQRSTUVWXYZ&$1234567890abcdefgh
ijklmnopqrstuvwxyz.,-'":;!?()¯^=*@¢/%#

Fractions are fonted 1/4 1/2 3/4 1/8 3/8 5/8 7/8 and furnished separately

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10 Point Elite Oliver Typewriter — 9 A 42 a

Among the illustrious dynasties of master printers we place the Didot Family third in greatness, following only the Aldines and the Estiennes. The Didots at the present time are among the wealthier printers and publishers of France. During the two hundred years of the existence of their house the Didots have been progressively prosperous. Today their headquarters in Paris occupies the same spot on which in 1705 the first Didot learned the profession of printer. Their principal works are at Mesnil,

Characters in Complete Font—6 Point Set

ABCDEFGHIJKLMNOPQRSTUVWXYZ&$1234567890abcdefghij
klmnopqrstuvwxyz.,-'":;!?()¯^=*@¢/%#

Special high period, comma and underscore furnished to order

Justifiers for all typewriter faces are put up in 1-pound and 5-pound fonts and furnished only when specially ordered

NOTE.—The matrices for the Typewriter Faces shown on this page were cut to match closely the characters used on the typewriting machines represented. In order to get satisfactory results in matching, these types should be printed through silk or ribbon with ink made for the purpose. (See examples on pages 525, 526, 527 and 528.)

Popular Typewriter Faces

12 Point Smith-Premier Typewriter No. 2 — 20 A 100 a

Many of us think of salesmen as people who are traveling around with sample kits. Instead, we are all salesmen every day of our lives, selling our own ideas, plans, energies and enthusiasm to those with whom we come in contact. Naturally we all admire in business the live and successful salesman--one who gets the business. A good salesman, beyond the fact that he must be intelligent, should be properly groomed, neatly dressed, clear spoken and polite in

Characters in Complete Font—7¼ Point Set

ABCDEFGHIJKLMNOPQRSTUVWXYZ&$1234567890abcde
fghijklmnopqrstuvwxyz.,-'":;!?()@/%#

---

12 Point Underwood Typewriter — 8 A 34 a

Every single dollar spent for advertising by the man or organization who really knows what he or they are after will create increased traffic and reduce overhead sufficiently to more than repay the cost, and perhaps spell lower prices to the consumer. Greed, selfishness, ignorance and lack of courage are the principal stumbling blocks in the business careers of most of those who really have a meritorious article, fairly priced, and for which an enormous demand can

Characters in Complete Font—7¼ Point Set

ABCDEFGHIJKLMNOPQRSTUVWXYZ&$1234567890abcdefghi
jklmnopqrstuvwxyz.,-'":;!?()¯*@¢/%#1/4 1/2 3/4

---

10 Point Elite Underwood Typewriter — 9 A 42 a

Much thought and much writing have been devoted to the layout man in the sales departments of printing establishments. His work of preparing dummies, etc., is principally an aid to sales; but rarely has the same thought been given to a system that would insure the production of the idea which is contained in the dummy and which has become fixed in the customer's mind. The office layout man is a necessity, but I offer a brief for a similar man in the composing room. It is too frequently assumed that one man can fill both positions from an office desk. It does not seem practicable to me, except in a rare instance where one combines artistic skill with typographic knowledge gained

Characters in Complete Font—6 Point Set

ABCDEFGHIJKLMNOPQRSTUVWXYZ&$1234567890abcdefghi
jklmnopqrstuvwxyz.,-'":;!?()¯=°+*§@¢/%#

Justifiers for all typewriter faces are put up in 1-pound and 5-pound fonts and furnished only when specially ordered

12 Point Remington Typewriter No. 2 — 20 A 100 a

Undoubtedly a good many of the ordinary troubles of the proofreader may be overcome by common sense. It is equally true that many of them arise through failure of the same quality on the part of the employers. Employers and employees are alike in their lapses from plain and simple reasonableness. And in this they are like all other human beings. A fair and just employer will not be too arbitrary in matters that are properly open to argument, and his employee certainly should exchange

Characters in Complete Font—7 Point Set

ABCDEFGHIJKLMNOPQRSTUVWXYZ&$1234567890abcdefg
hijklmnopqrstuvwxyz..,,-'":;!?()¯/%#

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12 Point Ribbon-Face Typewriter (Cast on Original Line) — 15 A 60 a

Time was, and not so long ago, when the printer was not regarded seriously by business men generally. Or to modify this statement slightly, let us say that the commercial printer was not so regarded. And all the time this very same commercial printer was the logical man to develop one of the most valuable and efficient forms of advertising--the selling of goods direct by mail. In spite of the fact that he had a heavy investment in machinery and supplies, the com-

Characters in Complete Font—7¼ Point Set

ABCDEFGHIJKLMNOPQRSTUVWXYZ&$1234567890abcdef
ghijklmnopqrstuvwxyz.,-'":;!?()¯/%#

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12 Point Standard Typewriter (Cast on Original Line) — 20 A 100 a

Every advertiser has at his command at least five of the different elements to help him tell his story in a most progressive and effective manner. They are above all--words, illustrations, color, type, border. These five elements are almost universally effective and generally available. Whether in Patagonia or Iceland, in India or Africa, wherever paper and type are to be found, these are the tools with which the advertiser must develop his markets and direct the

Characters in Complete Font—7¼ Point Set

ABCDEFGHIJKLMNOPQRSTUVWXYZ&$1234567890abcdef
ghijklmnopqrstuvwxyz.,-'":;!?()-/%#

Fractions are fonted 1/4 1/2 1/4 3/8 5/8 7/8 1/2 2/3 and furnished separately

Justifiers for all typewriter faces are put up in 1-pound and 5-pound fonts and furnished only when specially ordered

Popular Typewriter Faces

6 Point American Typewriter — 28 A 85 a

It is a wise printer who keeps right on advertising his business, whether his printing shop is dull or busy. As one of the great advertising concerns declares, keeping everlastingly at it brings success. Printers in general may learn much about the science of building business by studying the selling methods of the nationally known printing firms. Note that these firms are continually sending out first-class advertising literature to both their customers and to their prospective customers and are receiving many inquiries which otherwise might never have been

Characters in Complete Font—4 Point Set

ABCDEFGHIJKLMNOPQRSTUVWXYZ&$1234567890abcdefghijklmnop
qrstuvwxyz.,-''":;!?()¯*@¢/%#

Fractions are fonted ¼½¾⅛⅜⅝⅞ and furnished separately

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10 Point American Typewriter (Cast on Original Line) — 20 A 100 a

The value of the first impression is well known to all. Your desire to have your business presented to your customers in its true light is reflected in the selection of your office building, your office furniture--in many ways--but no way so surely as an attractive entrance to your place of business. Many times

Characters in Complete Font—6 Point Set

ABCDEFGHIJKLMNOPQRSTUVWXYZ&$1234567890abcdefghijklmnop
qrstuvwxyz.,-'":;!?()¯*@¢/%#

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6 Point Reproducing Typewriter — 20 A 78 a

Reading is mental traveling through regions far more various and attractive than any which the longest routes of terrestrial journeyings afford. The tourist annihilates space, the reader destroys both space and time. The world of thought and action is spread out before him, and his greatest difficulty is apt to be that he does not know how to traverse it. He wastes his time in short and unprofitable excursions when he might be taking account of the Antipodes. Many people expend in desultory reading

Characters in Complete Font—4½ Point Set

ABCDEFGHIJKLMNOPQRSTUVWXYZ&$1234567890abcdefghijklmnop
qrstuvwxyz.,-''":;!?()¯/%#

Fractions are fonted $^{1}_{4}$ $^{1}_{2}$ $^{3}_{4}$ $^{1}_{8}$ $^{3}_{8}$ $^{5}_{8}$ $^{7}_{8}$ $^{1}_{3}$ $^{2}_{3}$ and furnished separately

---

8 Point Reproducing Typewriter — 18 A 65 a

There are very few really good all-round printers. One printer is clever at brass rule work; another is fast on straight work; another is a good stone-hand; another is not so good at these lines, but has cleaner proofs than any of the others—and yet not one of them knows anything about presswork. Then, among pressmen—one is good on job presses; another is good on cylinder cut

Characters in Complete Font—5 Point Set

ABCDEFGHIJKLMNOPQRSTUVWXYZ&$1234567890abcdefghijklmnop
qrstuvwxyz.,-''":;!?()¯/%#

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10 Point Reproducing Typewriter — 15 A 52 a

Bankers, economists and industrial leaders seem to agree that sane, normal and healthy prosperity is ahead. The necessity for justifying the vast difference between what the farmer receives for his crops and what he has to pay for supplies is the main problem of the agricultural districts; but a general feeling is

Characters in Complete Font—6 Point Set

ABCDEFGHIJKLMNOPQRSTUVWXYZ&$1234567890abcdefghijklmnop
qrstuvwxyz.,-''":;!?()¯/%#

Justifiers for all typewriter faces are put up in 1-pound and 5-pound fonts and furnished only when specially ordered

Body Type

Modern & Oldstyle Romans

Showing the Popular Type Faces for Newspaper, Booklet and Catalogue Composition



American Type Founders Company

This insert is printed on BLUE BISCAY WEDDING, plate finish
Basis 21½x33—76 lbs.
Made by the AMERICAN WRITING PAPER CO.
Holyoke, Mass.

Announcement

IN THIS SECTION of this book is shown a wide variety of the Oldstyle Romans and the Modern Romans, for many years designated by the type founders and printers as body type. The selection represents the recognized standard faces that should be used in newspaper, magazine, catalogue and schoolbook composition, when first-class work is desired. It is not possible to obtain equally good results in printing where any other method of composition is used, a fact admitted by most printers and publishers and buyers of good printing. There are also shown in this book many other type faces of weight and design suitable for catalogues, booklets, etc. Many of these have been produced recently and are generally made in complete series, usually in sizes from six point to seventy-two point, and therefore designated as job type. In most cases the characters in fonts of both the body type and job type series are shown in the job type section of the book

American Type Founders Company

OLDSTYLE ROMAN BODY TYPE

CENTURY CATALOGUE

SIX POINT CENTURY CATALOGUE

MATCHLESS in power among the arts of men is our art of printing. In its higher influence it is the chief servant of all that is divine in man. If we would, we may through printing types confer with all the choice spirits of preceding ages and learn all the knowledge acquired by men from the dawn of civilization. This is sober truth. This is a marvelous truth. Fully comprehended it may open to a printer a vista of profound sentiment, and invest his occupation with a sacred character. The most influential product of the printing art is books. There were countless books before the invention of printing, but let it be remembered that typography is merely time-saving inscribing, and that writing is man's most important invention. By that invention humanity was advanced from a limited instinctive intelligence, inadequate to lift it out of barbarism, into the boundless arena of progressive knowledge and invention, renewing and advancing civilization in every generation wherever the art of inscribing was freely employed. The invention of printing illimitably increased the educative power of books. Pedagogues of every degree are taught by printing. Their real task is to teach their pupils how to assimilate facts and ideas and inspiration treasured in printed books. The printers' art perpetuates the books from age to age. Every book is an evolution from preceding books. Every author is the creature of the books he has read, fortunate if he may add a little to the world's treasure of knowledge and ideas. Printing, in addition to its cultural power, has become the most influential force in commerce; the best means of bringing sellers and buyers together. Beginning with Columbus, who found the philosophical theory of a round world printed in a book and became immortal by proving the theory to be a fact, a newer and greater world was discovered, chiefly through incentive found in printed books. The literature of overseas exploration begins with the narrative of Columbus, quickly printed in several countries, stirring men and rulers of men to similar adventures. With discovery came trade. With the introduction of power-driven factories came the necessity for wider markets, too extensive to control by word of mouth. Printing was gradually found to be the most economical and effective sales agency, and the printer thus became premier in the cabinet of King Commerce. Manufacturers greatly flourish who rarely come in contact with a user of their wares, which have been introduced to the buyers by the work of the printers. As the right hand of commerce printing has an illimitable field of usefulness. *Not every printer realizes the potency of printing as an educative force, culturally or commercially. Neither does every printer appreciate the remarkable labor-saving qualities of such printed utilities as tickets, blank forms, and the like. Advertising power*

EIGHT POINT CENTURY CATALOGUE

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Partly opened with two point leads

For complete showings see page 210

OLDSTYLE ROMAN BODY TYPE

CENTURY CATALOGUE

TWELVE POINT CENTURY CATALOGUE

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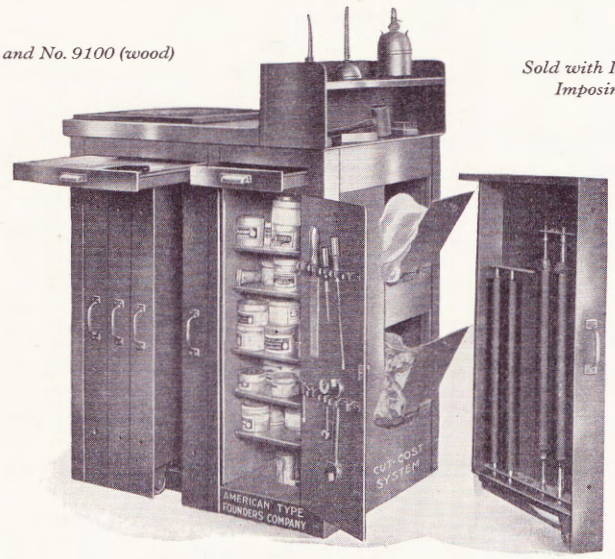
Partly opened with two point leads

For complete showings see page 210

CUT-COST PLATEN PRESSROOM CABINET

No. 530 (steel) and No. 9100 (wood)

Sold with Iron or Marble Imposing Surface



CAPACITY: 30 Rollers, length 31½ in. (length of Kelly Press roller stocks) and all shorter lengths, in adjustable racks; ample assortment of *Opened Inks* on adjustable shelves; an Imposing Surface, 26¼x27¾ in. (iron) or 22¾x26 in. (marble); a large removable Ink Mixing Tray, protected from dust; a Drawer and two Racks for Pressman's Tools; Bin for Mallets, Planers, Brushes, etc.; Shelf for Oil Cans and Cleansers; and two fireproof Bins for Clean and Semi-Clean Rags. This 100 per cent efficient, compact Cut-Cost Platen Pressroom Cabinet occupies a floor area of only 28x35 in. It opens on one side and one end only, and may be placed in a corner or at an end of a stock table used in connection with platen press or with the Kelly Press. It brings all appliances and materials close to the pressmen, holding everything required by platen or Kelly pressmen, except make-ready paper and job tickets, items which could not with safety be kept in a cabinet holding inks and oils. It provides an imposing table on which changes may be made in forms, and for leveling and correcting them.

American Cut-Cost Equipments certainly do increase the productivity of each platen in the pressroom

Spring Semester

JUDITH GORDON SEMINARY

HELEN BURSON BROWNE
Principal

Under the super
Board of Higher E
State of Verm

ANTIQUE ORNAMENT

CRAFTSMANSHIP

do my best. Printing is the poor man's art and the door of her temple is opened wide to even the humblest. From her shrines come marvelous messengers that take men's desires and hopes and dress them with the glorious raiment of victory

ACORN PRESS
NEWPORT

JUDITH GORDON SEMINARY

Decorative Art Course

Advanced Classes in Applied Design

BEGINNING with blackboard drawing the course embraces black and white work, simple color work and patterns for applied design. Then follows color work from nature, charcoal and pastel outlines from life and the antique, pen and ink sketches. Advanced classes in applied design for metals and fabrics will be available for qualified students. A study of the history of art is featured with special reference to preparation for European travel. Modern lantern slides and motion pictures are used to illustrate the subject and students are

Page eleven

Century Catalogue

Augmenting a Popular Family

An extremely legible face designed for fine catalogue and booklet printing. Its uniform tone and fine contour make it a useful letter for various other jobs

AMERICAN TYPE FOUNDERS COMPANY

OLDSTYLE ROMAN BODY TYPE

CENTURY OLDSTYLE

SIX POINT CENTURY OLDSTYLE

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EIGHT POINT CENTURY OLDSTYLE

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NINE POINT CENTURY OLDSTYLE

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Partly opened with two point leads

For complete showings see pages 192 and 193

OLDSTYLE ROMAN BODY TYPE

CENTURY OLDSTYLE

Carlton Mining Company 7

THE PROPERTY

HIGH up among the mountains outside Bennett City is situated the huge gold mine of the Carlton Mining Company. It is reached by a long winding road running out from the city. The railroad is about twenty miles north of the mine on this same road. There is plenty of timber, and enough water for all mining and milling purposes; climate is extremely mild, and work can be carried on throughout the year. This section of the State is well known as being one of the very best mining districts in this great country. In spite of the fact that billions in gold has been mined during the last sixty years from the gold fields of the "forty-niners," not one single dollar of promotion money was ever used. Another noted peculiarity is the fact that these same fields, the surface of which gave over two billion dollars' worth of gold from 1849 to 1878, are now keeping this big State second in the production of gold. Still another odd peculiarity is the fact that the

Eight point opened with three point leads

The Garden's Message

Within my garden, hedged around
With many a fragrant flower, is found,
When summer spreads her azure skies,
A host of brilliant butterflies.

I know not how each rover brings
So much of beauty on his wings;
I only know the dark cocoon
Once hid this joyousness of June.

Such wondrous grace is there, it seems
More like the witchery of dreams;
My eyes behold, yet I am slow
To sense the transcendental glow.

But since these things I see are true,
May not some realm I journey to
Be my all-beauteous life, while this
Is but the cruder chrysalis?

—NIXON WATERMAN

MAGAZINE 29

The People of the Great Desert

BY HENRY RUTHERFORD

YOUTHFUL dreams and the desert sky pierced by myriads of stars, like the shining points of sheiks' swords. My young friend and I, driving from the city miles and miles, suddenly came upon a Bedouin camp. It had not been there the day before; it would probably not be there a week later. The black bulk of the tents rose from the sand like deep shadows. In the foreground was a glowing fire, about which sat huddled figures. But it was by a tent to the right that our gaze was caught and held. It must have been the women's tent. Within, close to the doorway, we could see dim shapes. Outside, an Arab who played a sort of lute, was singing love ballads. His voice, the usual Arab voice, was hardly musical; but we forgot the fact in the melody of his songs and the bewitching beauty of the night. Which one of those listening women, I wondered, knew that the songs were for her? This was not only my first glimpse of the magic, the beauty and the mystery of the desert, but also of the

VANITY INITIAL

Ten point opened with three point leads

OLDSTYLE ROMAN BODY TYPE

CENTURY OLDSTYLE

TEN POINT CENTURY OLDSTYLE No. 2

MATCHLESS in power among the arts of men is our art of printing. In its higher influence it is the chief servant of all that is divine in man. If we would, we may through printing types confer with all the choice spirits of preceding ages and learn all the knowledge acquired by men from the dawn of civilization. This is sober truth. This is a marvelous truth. Fully comprehended it may open to a printer a vista of profound sentiment, and invest his occupation with a sacred character. The most influential product of the printing art is books. There were countless books before the invention of printing, but let it be remembered that typography is merely time-saving inscribing, and that writing is man's most important invention. By that invention humanity was advanced from a limited instinctive intelligence, inadequate to lift it out of barbarism, into the boundless arena of progressive knowledge and invention, renewing and advancing civilization in every generation wherever the art of inscribing was *freely employed. The invention of printing illimitably increased the educative power of books. Pedagogues of every degree are taught by printing. Their real task is to teach their pupils how to assimi-*

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ELEVEN POINT CENTURY OLDSTYLE

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Partly opened with two point leads

For complete showings see pages 192 and 193

OLDSTYLE ROMAN BODY TYPE

CENTURY OLDSTYLE

TWELVE POINT CENTURY OLDSTYLE

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FOURTEEN POINT CENTURY OLDSTYLE

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Partly opened with two point leads

For complete showings see pages 192 and 193

OLDSTYLE ROMAN BODY TYPE

Cast on Original Line

CASLON OLDSTYLE NO. 471

SIX POINT CASLON OLDSTYLE NO. 471

MATCHLESS in power among the arts of men is our art of printing. In its higher influence it is the chief servant of all that is divine in man. If we would,we may through printing types confer with all the choice spirits of preceding ages and learn all the knowledge acquired by men from the dawn of civilization. This is sober truth. This is a marvelous truth. Fully comprehended it may open to a printer a vista of profound sentiment,and invest his occupation with a sacred character. The most influential product of the printing art is books. There were countless books before the invention of printing, but let it be remembered that typography is merely time-saving inscribing, and that writing is man's most important invention. By that invention humanity was advanced from a limited instinctive intelligence, inadequate to lift it out of barbarism, into the boundless arena of progressive knowledge and invention, renewing and advancing civilization in every generation wherever the art of inscribing was freely employed. The invention of printing illimitably increased the educative power of books. Pedagogues of every degree are taught by printing. Their real task is to teach their pupils how to assimilate facts and ideas and inspiration treasured in printed books. The printers' art perpetuates the books from age to age. Every book is an evo*lution from preceding books. Every author is the creature of the books he has read, fortunate if he may add a little to the world's treasure of*

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Partly opened with one point leads

For complete showings see pages 130 and 131

OLDSTYLE ROMAN BODY TYPE

CASLON OLDSTYLE NO. 471

Cast on Original Line

TWELVE POINT CASLON OLDSTYLE NO. 471

MATCHLESS in power among the arts of men is our art of printing. In its higher influence it is the chief servant of all that is divine in man. If we would, we may through printing types confer with all the choice spirits of preceding ages and learn all the knowledge acquired by men from the dawn of civilization. This is sober truth. This is a marvelous truth. Fully comprehended it may open to a printer a vista of profound sentiment, and invest his occupation with a sacred character. The most influential product of the printing art is books. There were countless books before the invention of printing, but let it be remembered that typography is merely time-saving inscribing, and that writing is man's most important invention. By that *invention humanity was advanced from a limited instinctive intelligence, inadequate to lift it out of barbarism, into the boundless arena of progressive knowledge and invention,*

FOURTEEN POINT CASLON OLDSTYLE NO. 471

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EIGHTEEN POINT CASLON OLDSTYLE NO. 471

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Partly opened with one point leads

For complete showings see pages 130 and 131

OLDSTYLE ROMAN BODY TYPE

CASLON NO. 540

SIX POINT CASLON NO. 540

MATCHLESS in power among the arts of men is our art of printing. In its higher influence it is the chief servant of all that is divine in man. If we would, we may through printing types confer with all the choice spirits of preceding ages and learn all the knowledge acquired by men from the dawn of civilization. This is sober truth. This is a marvelous truth. Fully comprehended it may open to a printer a vista of profound sentiment, and invest his occupation with a sacred character. The most influential product of the printing art is books. There were countless books before the invention of printing, but let it be remembered that typography is merely time-saving inscribing, and that writing is man's most important invention. By that invention humanity was advanced from a limited instinctive intelligence, inadequate to lift it out of barbarism, into the boundless arena of progressive knowledge and invention, renewing and advancing civilization in every generation wherever the art of inscribing was freely employed. The invention of printing illimitably increased the educative power of books. Pedagogues of every degree are taught by printing. Their real task is to teach their pupils how to assimilate facts and ideas and inspiration treasured in printed books. The printers' art perpetuates the books from age to age. Every book is an evolution from preceding books. Every author is the creature of the books he has read, fortunate if he may add a *little to the world's treasure of knowledge and ideas. Printing, in addition to its cultural power, has become the most influential force in commerce; the best*

EIGHT POINT CASLON NO. 540

MATCHLESS in power among the arts of men is our art of printing. In its higher influence it is the chief servant of all that is divine in man. If we would, we may through printing types confer with all the choice spirits of preceding ages and learn all the knowledge acquired by men from the dawn of civilization. This is sober truth. This is a marvelous truth. Fully comprehended it may open to a printer a vista of profound sentiment, and invest his occupation with a sacred character. The most influential product of the printing art is books. There were countless books before the invention of printing, but let it be remembered that typography is merely time-saving inscribing, and that writing is man's most important invention. By that invention humanity was advanced from a limited instinctive in*telligence, inadequate to lift it out of barbarism, into the boundless arena of progressive knowledge and inven-*

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ELEVEN POINT CASLON NO. 540

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Partly opened with two point leads

For complete showings see pages 138 and 139

OLDSTYLE ROMAN BODY TYPE

CASLON NO. 540

TWELVE POINT CASLON NO. 540

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FOURTEEN POINT CASLON NO. 540

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Partly opened with two point leads

For complete showings see pages 138 and 139

OLDSTYLE ROMAN BODY TYPE

Formerly Recut Caslon No. 586

RECUT CASLON

SIX POINT RECUT CASLON

MATCHLESS in power among the arts of men is our art of printing. In its higher influence it is the chief servant of all that is divine in man. If we would, we may through printing types confer with all the choice spirits of preceding ages and learn all the knowledge acquired by men from the dawn of civilization. This is sober truth. This is a marvelous truth. Fully comprehended it may open to a printer a vista of profound sentiment, and invest his occupation with a sacred character. The most influential product of the printing art is books. There were countless books before the invention of printing, but let it be remembered that typography is merely time-saving inscribing, and that writing is man's most important invention. By that invention humanity was advanced from a limited instinctive intelligence, inadequate to lift it out of barbarism, into the boundless arena of progressive knowledge and invention, renewing and advancing civilization in every generation wherever the art of inscribing was freely employed. The invention of printing illimitably increased the educative power of books. Pedagogues of every degree are taught by printing. Their real task is to teach their pupils how to assimilate facts and ideas and inspiration treasured in printed books. The printers' art perpetuates the books from age to age. Every *book is an evolution from preceding books. Every author is the creature of the books he has read, fortunate if he may add a*

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Partly opened with two point leads



TORY ORNAMENT TORY INITIAL

WORK OF JOSEPH MORDINE DELIGHTS THE CRITICS

THE recent exhibit of the work of Joseph Mordine at the City Galleries in Dayton brought forth much favorable comment from noted critics. His canvases have been exhibited in nearly every great art gallery in this country. While his production of fine paintings was not large, America is fortunate in having as much as it has from his brush. We have had no artist who excelled him in seeming to catch in his pictures the true spirit of his subject. Mordine had very little to do with the story-telling in his best pictures; his concern was to convey to others the noble emotions their creation stirred within himself. Throughout the years of his greatest accomplishments he adhered rigidly to the fine technique acquired in his youth. During his whole busy career he was interested in studying natural history and this accounts for some of

For complete showings see pages 162 and 163

RECUT CASLON

Formerly Recut Caslon No. 586

TWELVE POINT RECUT CASLON

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FOURTEEN POINT RECUT CASLON

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Partly opened with two point leads

For complete showings see pages 162 and 163

OLDSTYLE ROMAN BODY TYPE

RONALDSON OLDSTYLE NO. 551

SIX POINT RONALDSON OLDSTYLE NO. 551

MATCHLESS in power among the arts of men is our art of printing. In its higher influence it is the chief servant of all that is divine in man. If we would, we may through printing types confer with all the choice spirits of preceding ages and learn all the knowledge acquired by men from the dawn of civilization. This is sober truth. This is a marvelous truth. Fully comprehended it may open to a printer a vista of profound sentiment, and invest his occupation with a sacred character. The most influential product of the printing art is books. There were countless books before the invention of printing, but let it be remembered that typography is merely time-saving inscribing, and that writing is man's most important invention. *By that invention humanity was advanced from a limited instinctive intelligence, inadequate to lift it out of barbar-*

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NINE POINT RONALDSON OLDSTYLE NO. 551

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ELEVEN POINT RONALDSON OLDSTYLE NO. 551

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Partly opened with two point leads

OLDSTYLE ROMAN BODY TYPE

RONALDSON OLDSTYLE NO. 551

TWELVE POINT RONALDSON OLDSTYLE NO. 551

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FOURTEEN POINT RONALDSON OLDSTYLE NO. 551

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Partly opened with two point leads

No Italic made for 14 and 18 point

OLDSTYLE ROMAN BODY TYPE

OLDSTYLE No. 583

SIX POINT OLDSTYLE No. 583

MATCHLESS in power among the arts of men is our art of printing. In its higher influence it is the chief servant of all that is divine in man. If we would, we may through printing types confer with all the choice spirits of preceding ages and learn all the knowledge acquired by men from the dawn of civilization. This is sober truth. This is a marvelous truth.

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EIGHT POINT OLDSTYLE No. 583

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ELEVEN POINT OLDSTYLE No. 583

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Partly opened with two point leads

OLDSTYLE ROMAN BODY TYPE

OLDSTYLE No. 550

SIX POINT OLDSTYLE No. 550

MATCHLESS in power among the arts of men is our art of printing. In its higher influence it is the chief servant of all that is divine in man. If we would, we may through printing types confer with all the choice spirits of preceding ages and learn all the knowledge acquired by men from the dawn of civilization. This is sober truth. This is a marvelous truth. Fully comprehended it may open to a printer a vista of profound sentiment, and invest his occupation with a sacred character. The most influential product of the printing art is books. There were countless books before the invention of printing, but let it be remembered that typography is merely time-saving inscribing, and that writing is man's most important invention. *By that invention humanity was advanced from a limited instinctive intelligence, inadequate to lift it out of*

SEVEN POINT OLDSTYLE No. 550

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EIGHT POINT OLDSTYLE No. 550

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NINE POINT OLDSTYLE No. 550

MATCHLESS in power among the arts of men is our art of printing. In its higher influence it is the chief servant of all that is divine in man. If we would, we may through printing types confer with all the choice spirits of preceding ages and learn all the knowledge acquired by men from the dawn of civilization. This is sober truth. This is a marvelous truth. *Fully comprehended it may open to a printer a vista of profound sentiment, and invest his occu-*

TEN POINT OLDSTYLE No. 550

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Partly opened with two point leads

MODERN ROMAN BODY TYPE

CENTURY EXPANDED

FOUR POINT CENTURY EXPANDED

MATCHLESS in power among the arts of men is our art of printing. In its higher influence it is the chief servant of all that is divine in man. If we would, we may through printing types confer with all the choice spirits of preceding ages and learn all the knowledge acquired by men from the dawn of civilization. This is sober truth. This is a marvelous truth. Fully comprehended it may open to a printer a vista of profound sentiment, and invest his occupation with a sacred character. The most influential product of the printing art is books. There were countless books before the invention of printing, but let it be remembered that typography is merely time-saving inscribing, and that

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FOUR AND ONE-HALF POINT CENTURY EXPANDED

MATCHLESS in power among the arts of men is our art of printing. In its higher influence it is the chief servant of all that is divine in man. If we would, we may through printing types confer with all the choice spirits of preceding ages and learn all the knowledge acquired by men from the dawn of civilization. This is sober truth. This is a marvelous truth. Fully comprehended it may open to a printer a vista of profound sentiment, and invest his occupation with a sacred character. The most influential product of the printing art is books. There were countless books before the invention of printing, but let it be remembered that typography is merely time-saving inscribing, and that writing

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CENTURY EXPANDED

A TYPE WITHOUT HAIRLINES

Unsurpassed for use in textbooks, directories, catalogues and commercial work in general

AMERICAN TYPE FOUNDERS COMPANY, *Maker*

FIVE POINT CENTURY EXPANDED

MATCHLESS in power among the arts of men is our art of printing. In its higher influence it is the chief servant of all that is divine in man. If we would, we may through printing types confer with all the choice spirits of preceding ages and learn all the knowledge acquired by men from the dawn of civilization. This is sober truth. This is a marvelous truth. Fully comprehended it may open to a printer a vista of profound sentiment, and invest his occupation with a sacred character. The most influential product of the print-

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Partly opened with two point leads

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For complete showings see pages 204 and 205

MODERN ROMAN BODY TYPE

CENTURY EXPANDED

SIX POINT CENTURY EXPANDED

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CENTURY EXPANDED

A TYPE WITHOUT HAIRLINES

An attractive design that instantly commends itself for its clearness, symmetry and dignity

AMERICAN TYPE FOUNDERS COMPANY, *Maker*

SEVEN POINT CENTURY EXPANDED

MATCHLESS in power among the arts of men is our art of printing. In its higher influence it is the chief servant of all that is divine in man. If we would, we may through printing types confer with all the choice spirits of preceding ages and learn all the knowledge acquired by men from the dawn of civilization. This is sober truth. This is a marvelous truth. Fully comprehended it may open to a printer a vista of profound sentiment, and invest his occupation with a sacred character. The most influential product of the printing art is books. There were countless books before the invention of printing, but let it be remembered that typography is merely time-saving inscribing, and that writing is man's most important invention. By that invention humanity was advanced from a limited in-

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Partly opened with two point leads

For complete showings see pages 204 and 205

MODERN ROMAN BODY TYPE

CENTURY EXPANDED

EIGHT POINT CENTURY EXPANDED

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CENTURY EXPANDED

A TYPE WITHOUT HAIRLINES

The favorite face for newspapers and periodicals where a legible and easily set type is desirable

AMERICAN TYPE FOUNDERS COMPANY, *Maker*

NINE POINT CENTURY EXPANDED

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Partly opened with two point leads

For complete showings see pages 204 and 205

MODERN ROMAN BODY TYPE

CENTURY EXPANDED

THE WEATHER
Today, probably snow with rather higher temperature

The Dail

VOL. XLV. No. 4 WEDNESDAY, JANUARY

AMBASSADOR ASSERTS THAT COUNTRY HAS MODEST AIMS

Declares Nation Simply Wants to Resume Its Prewar Standing

NOT MILITARISTIC, HE DECLARES

Envoy Tells University That American Views Rarely Differ From Theirs

NEW YORK, January 5.—The actions of one of the leading European nations with respect to reparations, its army, and its participation in the conference, were defended by its envoy at the banquet of the Travel Club, last night.

The speaker denied most vehemently that his country was militaristic, and declared they had been more lenient with their adversaries than the latter had been with them when the situation was reversed, and asserted that the ambitions of his compatriots in the conference were modest and aimed only at regaining the position held previously to the late conflict.

The subject of trade was also touched upon and assurances were given that this country had little to fear from them in that direction because their products are not so very cheap and they do not generally compete with ours. Each country conformed to its own bent and obeying its own interest followed somewhat different lines which seldom conflicted.

Taking up the much discussed question of reparations, he said that some people believe that as victors their demands were too heavy and asked if they could not show more mercy. His country wished she could but somebody must pay for the reconstruction of all ruined areas and naturally it must be done by those responsible for them.

He said the nation was not a militaristic one and is not maintaining an enormous army. In fact, he asserted, year by year it is steadily decreasing in size. Military service has been reduced to eighteen months and will soon be one year, if no untoward event interferes.

As the country is normally a thrifty one, it spends considerably less for its defense than

Continued on Page Four

APPLE GROWERS PROSPER

Canadian Packing Houses Constructed to Care for Increased Fruit Production

Apple growers in parts of British Columbia are experiencing high prosperity. Increased production from several thousand commercial orchards has resulted in the construction of a large number of packing houses adequately

GOOD MORNING!

Good Morning, Brother Sunshine;
Good Morning, Sister Song;
I beg your humble pardon
If you've waited very long.
I thought I heard you rapping;
To shut you out were sin;
My heart is standing open—
Won't you walk right in?

Good Morning, Brother Gladness;
Good Morning, Sister Smile;
They told me you were coming,
So I waited for awhile.
I'm lonesome here without you;
A weary while it's been;
My heart is standing open—
Won't you walk right in?

Good Morning, Brother Kindness;
Good Morning, Sister Cheer;
I heard you were out calling,
So I waited for you here.
Some way I keep forgetting
I have to toil and spin
When you are my companions—
Won't you walk right in?

J. W. FOLEY, *New York Sun*

RISE OF THE HUMBLE CORNCOB

According to recent reports, chemists have practically solved the problem of turning the most useless American product into the most rapidly disappearing American product. That is, they have made corncobs into a motor fuel and have named this unique product furfural.

BUSINESS STRON

Building Revival Account of L

CHICAGO, January 5 unless all the indicati conditions are to rece reviving by a further corn. With the larges raised in the United S of the market has bee of late, sentiment has side, and some of them been larger buyers th connected with some hogs selling at over $ cents per bushel in co the West in recoverin

The statement of th leading mail order ho shortly is sure to brin business than was sho improvements in volu with last year's prices lines of various comm and some other impor grade, with prospects ment. Building opera a fairly large scale an thing that prevents a inability to find suffici the place of men who total of all commoditi

ENCOURAGI FROM RE

Statistical Departm Company Gives C

The span of human United States is stead lengthening notwiths threescore years and reported by the statis of perhaps the larges corporations that the increase of two and th in the life span in the and that the duration

PANEL BORDER

MODERN ROMAN BODY TYPE

CENTURY EXPANDED

TEN POINT CENTURY EXPANDED NO. 2

MATCHLESS in power among the arts of men is our art of printing. In its higher influence it is the chief servant of all that is divine in man. If we would, we may through printing types confer with all the choice spirits of preceding ages and learn all the knowledge acquired by men from the dawn of civilization. This is sober truth. This is a marvelous truth. Fully comprehended it may open to a printer a vista of profound sentiment, and invest his occupation with a sacred character. The most influential product of the printing art is books. There were countless books before the invention of printing, but let it be remembered that typography is merely time-saving inscribing, and that writing is man's most important invention. By that invention humanity was advanced from a limited instinctive intelligence, inadequate to lift it out of barbarism, into the boundless arena of progressive knowledge and invention, renewing and advancing civilization in every generation wherever the art of inscribing was *freely employed. The invention of printing illimitably increased the educative power of books. Pedagogues of every degree are taught by printing. Their real task is to teach their pupils*

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Partly opened with two point leads

For complete showings see pages 204 and 205

MODERN ROMAN BODY TYPE

CENTURY EXPANDED

TWELVE POINT CENTURY EXPANDED

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FOURTEEN POINT CENTURY EXPANDED

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Partly opened with two point leads

For complete showings see pages 204 and 205

MODERN ROMAN BODY TYPE

SCOTCH ROMAN

SIX POINT SCOTCH ROMAN

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Partly opened with two point leads

For complete showings see pages 252 and 253

MODERN ROMAN BODY TYPE

SCOTCH ROMAN

TWELVE POINT SCOTCH ROMAN

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Partly opened with two point leads

For complete showings see pages 252 and 253

MODERN ROMAN BODY TYPE

HARRIS ROMAN

FIVE POINT HARRIS ROMAN

Matchless in power among the arts of men is our art of printing. In its higher influence it is the chief servant of all that is divine in man. If we would, we may through printing types confer with all the choice spirits of preceding ages and learn all the knowledge acquired by men from the dawn of civilization. This is sober truth. This is a marvelous truth. Fully comprehended it may open to a printer a vista of profound sentiment, and invest his occupation with a sacred character. The most influential product of the printing art is books. There were countless books before the invention of printing, but let it be remembered that typography is merely time-saving inscribing, and that writing is man's most important invention. By that invention humanity was advanced from a limited instinctive intelligence, inadequate to lift it out of barbarism, into the boundless arena of progressive knowledge and invention, renewing and advancing civilization in every generation wherever the art of inscribing was freely employed. The invention of printing illimitably increased the educative power of books. Pedagogues of every degree are taught by printing. Their real task is to teach their pupils how to assimilate facts and ideas and inspiration treasured in printed books. The printers' art perpetuates the books from age to age. Every book is an evolution from preceding books. Every author is the creature of the books he has read, fortunate if he may add a little to the world's treasure of knowledge and ideas. Printing, in addition to its cultural *power, has become the most influential force in commerce; the best means of bringing sellers and buyers together. Beginning*

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TEN POINT HARRIS ROMAN

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Partly opened with two point leads

For complete showings see pages 316 and 317

MODERN ROMAN BODY TYPE

HARRIS ROMAN

TWELVE POINT HARRIS ROMAN

MATCHLESS in power among the arts of men is our art of printing. In its higher influence it is the chief servant of all that is divine in man. If we would, we may through printing types confer with all the choice spirits of preceding ages and learn all the knowledge acquired by men from the dawn of civilization. This is sober truth. This is a marvelous truth. Fully comprehended it may open to a printer a vista of profound sentiment, and invest his occupation with a sacred character. The most influential product of the printing art is books. There were countless books before the invention of printing, but let it be remembered that typography is merely time-saving inscribing, and that *writing is man's most important invention. By that invention humanity was advanced from a limited instinctive intelligence, inadequate to lift it out of bar-*

FOURTEEN POINT HARRIS ROMAN

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Partly opened with two point leads

For complete showings see pages 316 and 317

MODERN ROMAN BODY TYPE

BODONI BOOK

SIX POINT BODONI BOOK

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TWELVE POINT BODONI BOOK

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Partly opened with one point leads

For complete showings see pages 54 and 55

MODERN ROMAN BODY TYPE

Bodoni Book

Fourteen Point Bodoni Book

MATCHLESS in power among the arts of men is our art of Printing. In its higher influence it is the chief servant of all that is divine in man. If we would, we may through printing types confer with all the choice spirits of preceding ages and learn all the knowledge acquired by men from the dawn of civilization. This is sober truth. This is a marvelous truth. Fully comprehended it may open to a printer a vista of profound sentiment, and invest his occupation with a sacred character. The most influential product of the printing art is books. There were countless books before the invention of printing, but let it be remembered that typography is merely time-saving inscribing, and that writing is man's most important invention. By that invention humanity was advanced from a limited instinctive intelligence, inadequate to lift it out of barbarism, into the boundless arena of progressive knowledge and invention, renewing and advancing civilization in every generation wherever the art of inscribing was freely employed. The invention of printing *illimitably increased the educative power of books. Pedagogues of every degree are taught by printing. Their real task is to teach their pupils how to assimilate*

Eighteen Point Bodoni Book

MATCHLESS in power among the arts of men is our art of printing. In its higher influence it is the chief servant of all that is divine in man. If we would, we may through printing types confer with all the choice spirits of preceding ages and learn all the knowledge acquired by men from the dawn of civilization. This is sober truth. This is a marvelous truth. Fully comprehended it may open to a printer a vista of profound sentiment, and invest his occupation with a sacred character. The most influential product of the printing art is books. There were countless books before the invention of printing, but let it be remembered that typography is merely time-saving inscribing, and that writing is man's most important invention. By that invention humanity was advanced from a limited instinctive intelligence, inadequate to lift it out of barbarism, *into the boundless arena of progressive knowledge and invention, renewing and advancing civilization in every generation*

Partly opened with one point leads

For complete showings see pages 54 and 55

MODERN ROMAN BODY TYPE

BASKERVILLE ROMAN

SIX POINT BASKERVILLE ROMAN

MATCHLESS in power among the arts of men is our art of printing. In its higher influence it is the chief servant of all that is divine in man. If we would, we may through printing types confer with all the choice spirits of preceding ages and learn all the knowledge acquired by men from the dawn of civilization. This is sober truth. This is a marvelous truth. Fully comprehended it may open to a printer a vista of profound sentiment, and invest his occupation with a sacred character. The most influential product of the printing art is books. There were

countless books before the invention of printing, but let it be remembered that typography is merely time-saving inscribing, and that writing is man's most important invention. By that invention humanity was advanced from a limited instinctive intelligence, inadequate to lift it out of barbarism, into the boundless arena of progressive knowledge and invention, renewing and advancing civilization in every generation wherever the art of inscribing was freely employed. The invention of printing illimitably increased the educative power of books. Pedagogues of every degree are taught by printing. Their real task is to teach their pupils how to assimilate facts and ideas and inspiration treasured in printed books. The printers' art perpetuates the books from age to age. Every book is an evolution from preceding books. Every author is the creature of the books he has read, fortunate if he may add a little to the world's treasure of knowledge and ideas. Printing, in addition to its cultural power, has become *the most influential force in commerce; the best means of bringing sellers and buyers together. Beginning with Columbus, who found the philosophical theory*

EIGHT POINT BASKERVILLE ROMAN

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TWELVE POINT BASKERVILLE ROMAN

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FOURTEEN POINT BASKERVILLE ROMAN

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Partly opened with two point leads

For complete showings see page 236

BASKERVILLE ROMAN

EIGHTEEN POINT BASKERVILLE ROMAN NO. 1

MATCHLESS in power among the arts of men is our art of printing. In its higher influence it is the chief servant of all that is divine in man. If we would, we may through printing types confer with all the choice spirits of preceding ages and learn all the knowledge acquired by men from the dawn of civilization. This is sober truth. This is a marvelous truth. Fully comprehended it may open to a printer a vista of profound sentiment, and invest his occupation with a sacred character. The most influential product of the printing art is books. There were countless books before the invention of printing, but let it be remembered that *typography is merely time-saving inscribing, and that writing is man's most important invention. By that invention humanity was advanced*

Furnished to order on 16 point body

EIGHTEEN POINT BASKERVILLE ROMAN NO. 2

MATCHLESS in power among the arts of men is our art of printing. In its higher influence it is the chief servant of all that is divine in man. If we would, we may through printing types confer with all the choice spirits of preceding ages and learn all the knowledge acquired by men from the dawn of civilization. This is sober truth. This is a marvelous truth. Fully comprehended it may open to a printer a vista of profound sentiment, and invest his occupation with a sacred character. The most influential product of the printing art is books. There were countless books before the invention of printing, but let it be remembered that typography is merely time-saving inscribing, and that writing is man's most important invention. By that *invention humanity was advanced from a limited instinctive intelligence, inadequate to lift it out of barbarism, into*

Partly opened with two point leads

For complete showings see page 236

MODERN ROMAN BODY TYPE

CENTURY SCHOOLBOOK

SIX POINT CENTURY SCHOOLBOOK

MATCHLESS in power among the arts of men is our art of printing. In its higher influence it is the chief servant of all that is divine in man. If we would, we may through printing types confer with all the choice spirits of preceding ages and learn all the knowledge acquired by men from the dawn of civilization. This is sober truth. This is a marvelous truth. Fully comprehended it may open to a printer a vista of profound sentiment, and invest his occupation with a sacred character. The most influential product of the printing art is books. There were countless books before the invention of printing, but let it be remembered that typography is merely time-saving inscribing, and that writing is man's most important invention. By that invention humanity was advanced from a limited instinctive intelligence, inadequate to lift it out of barbarism, into the boundless arena of progressive knowledge and invention, renewing and advancing civilization in every generation wherever the art of inscribing was freely employed. The invention of printing illimitably increased the educative power of books. Pedagogues of every degree are taught by printing. Their real task is to teach their pupils how to assimilate facts and ideas and inspiration treasured in printed books. The printers' art perpetuates the books from age to age. Every book is an evolution from preceding books. Every author is the creature of the books he has read, fortunate if he may add a little to the world's treasure of knowledge and ideas. Printing, in addition to its cultural power, has become the most influential force in commerce; the best means of bringing sellers and buyers together. Beginning with Columbus, who found the philosophical theory of a round world printed in a book and became immortal by proving the theory to be a fact, a newer and greater world was discovered, chiefly through incentive found in printed books. The literature of overseas exploration begins with the narrative of Columbus, quickly printed in several countries, stirring men and rulers of men to similar adventures. With discovery came trade. With the introduction of power-driven factories came the necessity for wider markets, too extensive to control by word of mouth. Printing was gradually found to be the most economical and effective sales agency, and the printer thus became premier in the cabinet of King Commerce. Manufacturers greatly *flourish who rarely come in contact with a user of their wares, which have been introduced to the buyers by the work of the printers. As the right hand of commerce printing has an illimitable field of usefulness. Not every printer realizes the potency*

EIGHT POINT CENTURY SCHOOLBOOK

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Partly opened with two point leads

For complete showings see page 202

74

THE STORY OF CHANTICLEER

GEOFFREY CHAUCER

GEOFFREY CHAUCER, "the father of English poetry," stands in the front rank of those who have told stories in verse. He was born in London about the year 1340. The language in which men wrote five hundred years ago is very different from that in use to-day; many of Chaucer's poems, however, have been modernized. *The Canterbury Tales,* from which this selection is taken, is his greatest work.

In a tiny cottage, near a strip of woodland, there once lived a poor old woman and her two daughters. Small indeed were her possessions, but she was by nature both thrifty and patient, and she was content with her simple life. Her daily fare was brown bread and milk, with an occasional feast when she allowed herself a slice of bacon and an egg or two.

A yard she had, enclosèd all about
With sticks and staves, and a dry ditch without,
In which she kept a cock called Chanticleer,
In all the land of crowing without peer.
His comb was redder than the coral fine,
And toothed like castle turret's topmost line;
His beak was black and as bright jet it shone;
His legs and toes were of a bluish tone;
Like lilies were his nails, so white and cold;
In color he resembled burnished gold.

A specimen page of The Blodgett Fourth Reader, reset in Century Schoolbook, showing the type in caps, small caps, lower-case and italic, widely spaced between words. The Blodgett Fourth Reader is published by Ginn and Company, Boston, Mass., and the page is reprinted here by permission.

MODERN ROMAN BODY TYPE

CENTURY SCHOOLBOOK

TWELVE POINT CENTURY SCHOOLBOOK

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FOURTEEN POINT CENTURY SCHOOLBOOK

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Partly opened with two point leads

For complete showings see page 202

87



A RIDE IN THE CARS

Evelyn cars ride one these ticket two aboard New York all Donald

Characters. MAY, GRACE, EVELYN, GEORGE, DONALD, JACK, WILL, FRANK, TICKET MAN

(Arrange chairs for a train of cars, and have one chair with a table or a desk for a ticket office. Let the children make tickets for busy work)

DONALD. Do you wish to ride in my cars?

EVELYN. Yes, thank you. I wish to ride in your cars.

A specimen page of Cyr's New Primer, reset in Century Schoolbook, showing the type in caps, small caps, lower-case and italic, widely spaced between words. Cyr's New Primer is published by Ginn and Company, Boston, Mass., and the page is reprinted here by permission.

MODERN ROMAN BODY TYPE

VENETIAN SERIES

SIX POINT VENETIAN

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Partly opened with two point leads

For complete showings see pages 286 and 287

MODERN ROMAN BODY TYPE

NORWOOD ROMAN

SIX POINT NORWOOD ROMAN

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TWELVE POINT NORWOOD ROMAN

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Partly opened with two point leads

MODERN ROMAN BODY TYPE

ROMAN No. 510

SIX POINT ROMAN No. 510

MATCHLESS in power among the arts of men is our art of printing. In its higher influence it is the chief servant of all that is divine in man. If we would, we may through printing types confer with all the choice spirits of preceding ages and learn all the knowledge acquired by men from the dawn of civilization. This is sober truth. This is a marvelous truth. Fully comprehended it may open to a printer a vista of profound sentiment, and invest his occupation with a sacred character. The most influential product of the printing art is books. There were countless books before the invention of printing, but let it be remembered that typography is merely time-saving inscribing, and that writing is man's most important invention. By that invention humanity was advanced from a limited instinctive intelligence, inadequate to lift it out of barbarism, into the boundless arena of progressive knowledge and invention, renewing and advancing civilization in every generation wherever the art of inscribing was freely employed. The invention of printing illimitably increased the educative power of books. Pedagogues of every degree are taught by *printing. Their real task is to teach their pupils how to assimilate facts and ideas and inspiration treasured in printed books. The*

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Partly opened with two point leads

MODERN ROMAN BODY TYPE

ROMAN NO. 510

ELEVEN POINT ROMAN NO. 510

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TWELVE POINT ROMAN NO. 510

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ROMAN NOS. 524 AND 527

FIVE POINT ROMAN NO. 524

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Partly opened with two point leads

FIVE POINT ROMAN NO. 527

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Partly opened with two point leads

MANY years previous to a settlement in this hilly region a lone hunter brought from thence what was considered by many a vague report of a strange vision seen. This man was all by himself and what part imagination had to do with what he testified to be true, we can judge as we like.

ONE night, this hunter made his camp far up among the White Hills. He had settled beside the campfire which presently died down and a dreamy restlessness mocked a desire for slumber.

HE gazed on the background of deep blue sky out of which the lofty tops of craggy mountains weirdly silhouetted.

THE mountains' northern slope was hid by a sombre shadow, but silvery moonbeams shed an ethereal light on the pointed rock and all around hung a thick veil of ghostly mist.

ABOVE the low musical purr of waterfalls rose a strange sound indistinctly; but, the man, being of stout heart, heeded it not, save as the ominous hoot of an owl, or the lone howl of a hungry wolf, giving zest to a hopeless search for a meal and keeping up his spirits with a rude serenade for the unwelcome moonlight.

UNQUESTIONABLY, the hunter's nerves were like steel, but a fanciful influence changed the mist to a great stone church, and within this there was an altar, where from the sparkling censer rose a curling wreath of incense-smoke, and all around it lights dispersed a mellow glow, by which in groups before the altar appeared a tribe of savages kneeling in silence.

PRESENTLY, there came a change in the wind; a song loud and long rose as a voice-offering to the Great Spirit; then glittering church-spire, church and altar all vanished, and down the steep mountain side grimly trailed a long procession of strange-looking men in solemn silence.

BEFORE all, as if borne by some airy sprite, sported a large glittering image of silver, of strange design and unfamiliar workmanship, which in the dense shadows was seen to transform into fairy shape, and with sparkling wings suddenly disappeared into the rent rocks.

ALTHOUGH the hunter's mysterious experience may be said to be the product of an overwrought brain, it is significant to note that this man was so impressed by his vision that nothing would induce him to return to the spot.

THE lore of legend, the voice of tradition, and the record of history have given the White Mountains their magic lure.

IN olden times, from far and near came the brave and fair red children of forest and wilderness, to reverently offer, in wild, shadowy glens, their sacrifices of veneration and love to the invisible One.

TIME and again these mountain foothills echoed with voices of youth and maid uplifted in song that mingled with the sound of tumbling waterfall and roaring wind of tempest cloud on the snow-crowned rock where it was fervently believed the Great Spirit received their tributes.

WHEN the first white man essayed to climb the top of one of these mountains an old Indian, standing proudly erect, shook his head, saying the Great Spirit dwelt there and no intruder would return.

BUT the explorer's thirst for adventure overruled these superstitious fears and he succeeded in reaching the top and came back in safety.

DOUBTLESS the profound veneration and respect which prevailed among the various Indian tribes of the northern wilderness for the White Mountains originated primarily from the terrible visitations of avalanches and storms that at intervals shook the very foundation of this wild region.

NEARLY all authentic records agree that the aboriginal red-man had a marked superstitious veneration for the hoary White Mountains.

HE CONSIDERED that they were the holy sanctuary of the invisible One, who by a simple motion of his hand could raise a storm or still a tempest; thus it was deemed a pardonless sacrilege to try to unfold their awful secrets.

REMOTE tradition teaches that few of them were courageous enough to press their moccasined feet into the moss that grows above the regions of scrub vegetation.

DARING individuals who made the attempt have been doomed to wander forever invisibly among the wild canyons and dreary caverns.

EVEN to this day one can find those who credulously believe that the mournful weird noises frequently heard among the lonely cliffs come from the wretched lost souls destined to wander there in hopeless, perpetual torment.

THE vivid gleam of lightning as it flew from cliff to cliff and the voice of the thunder coming out of the black and angry-looking cloud spoke of the invisible One and his might.

FROM the dark storm clouds had dropped for the Indian hunter the fire that shivered the tall pine trees of the shadowy valleys.

BY THIS strange fire the hunter had learned to cook his moose-meat and warm his tired limbs.

SO FROM the gift of fire grew up with the tribes of the Amonoosuc valley a reverence expressed by their fire-dances.

A STUDY of their lore reveals a profound belief in the wisdom and mystic power of the Great Spirit who ruled their destinies.

QUITE typical is the legend that tells how once upon a time the Great Spirit sent a high wind, in a thick mist, and took up to the top of Agiochook a single sanop and his squaw that the wilderness and all the mountains except this one might be covered for two suns with water, and that they would then return as the only mortals who had come back.

LEGENDARY tales apparently endure generation after generation, as there are folks living in the shadow of these mountains who seem to believe that every fall, on a certain night, a supernatural brightness glows upon a high crag, and the giant ghost of an Indian brave appears there.

FANCIFULLY arrayed in a deep black bearskin war robe and carrying a bloody stone tomahawk and a broken hornbeam bow, this grim warrior may be observed each year, toward midnight, dancing in the wind, by the unearthly light, to the measure of a self-sung dirge.

MOUNTAIN regions are usually very rich in legends but there is no locality in this country around which have been interwoven so many strange and interesting stories as the White Mountains, as they not only represent such a wonderful page in Nature's book but are closely associated with the eventful pioneer period and the trials and daring exploits of the intrepid hunters and dauntless adventurers.

MODERN ROMAN BODY TYPE

PATENTED APRIL 9, 1918

QUICK-SET ROMAN
TRADE-MARK

SIX POINT QUICK-SET ROMAN

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FOURTEEN POINT QUICK-SET ROMAN

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Only four sets (or widths) for entire alphabet of caps, small caps, lower-case, figures and points. This type can be set, justified and corrected faster than any type heretofore designed. Regular spaces and quads are used. *Buy a font and try it.*

Partly opened with two point leads

EXPLANATORY

The following Table of Sets of the various sizes of

QUICK-SET
TRADE-MARK

ROMAN, *ITALIC* and **BOLD**

illustrates how this type may be set, justified and corrected more rapidly than any letter heretofore designed. The Roman, Italic and Bold carry the same set in each size, an advantage that will be readily appreciated by printers doing newspaper, magazine, catalogue and price-list printing. Regular spaces and quads are used.

TABLE OF SETS

FOR SIX POINT QUICK-SET ROMAN, ITALIC AND BOLD

2 Point Set . . fijlt,;:.-'!I
SMALL CAPS: I

3½ Point Set . . ceorszfiflJ?
SMALL CAPS: F J L P S T Z

4 Point Set . . abdghknpquvxyffFLPSTZ1234567890$£
SMALL CAPS: A B C D E G H K M N O Q R U V W X Y & Æ Œ

5½ Point Set . . A B C D E G H K M N O Q R U V W X Y & Æ Œ m w æ œ ffi ffl

FOR EIGHT POINT QUICK-SET ROMAN, ITALIC AND BOLD

3 Point Set . . fijlt,;:.-'!I
SMALL CAPS: I J

4 Point Set . . ceorszfiflJ?1234567890$£
SMALL CAPS: F L P S T Z

5 Point Set . . abdghknpquvxyffFLPSTZ
SMALL CAPS: A B C D E G H K M N O Q R U V W X Y & Æ Œ

6½ Point Set . . A B C D E G H K M N O Q R U V W X Y & Æ Œ m w æ œ ffi ffl

FOR TEN POINT QUICK-SET ROMAN, ITALIC AND BOLD

3½ Point Set . . fijlt,;:.-'!I
SMALL CAPS: I J

5 Point Set . . ceorszfiflJ?1234567890$£
SMALL CAPS: F L P S T Z

6 Point Set . . abdghknpquvxyffFLPSTZ
SMALL CAPS: A B C D E G H K M N O Q R U V W X Y & Æ Œ

8 Point Set . . A B C D E G H K M N O Q R U V W X Y & Æ Œ m w æ œ ffi ffl

FOR TWELVE POINT QUICK-SET ROMAN, ITALIC AND BOLD

4 Point Set . . fijlt,;:.-'!I
SMALL CAPS: I J

6 Point Set . . ceorszfiflJ?1234567890$£
SMALL CAPS: F L P S T Z

7 Point Set . . abdghknpquvxyffFLPSTZ
SMALL CAPS: A B C D E G H K M N O Q R U V W X Y & Æ Œ

9 Point Set . . A B C D E G H K M N O Q R U V W X Y & Æ Œ m w æ œ ffi ffl

The sets of the Roman, Italic and Bold are the same in each size

Quick-Set Family

PATENTED APRIL 9, 1918

QUICK-SET ITALIC

TRADE-MARK

18 Point 12 A 21 a

PRINTING ADVENT
Matchless for dignity
among the arts of men

14 Point 17 A 32 a

PRINTING ART TEACHES
Matchless in dignity among
the arts of men is our art of

12 Point 20 A 39 a

PRINTING INFLUENCE GREAT
Matchless for dignity among the
arts of men is our excellent art of

10 Point 23 A 45 a

PRINTING POWERFUL INCENTIVE
Matchless in power among the arts of
men is our art of printing. In its higher

8 Point 26 A 50 a

PRINTING EXPRESSING MAN'S PROGRESS
Matchless in power among the arts of men is our
art of printing. In its higher influence it is the

6 Point 30 A 57 a

PRINTING OVERCOMES COMMERCIAL PROBLEMS
Matchless in power among the many arts of men is our art
of printing. In its high influence it is the great servant of all

QUICK-SET BOLD

TRADE-MARK

18 Point 12 A 21 a

PRINTING ADVENT
Matchless for dignity
among the arts of men

14 Point 16 A 31 a

PRINTING ART TEACHES
Matchless in dignity among
the arts of men is our art of

12 Point 20 A 38 a

PRINTING INFLUENCE GREAT
Matchless for dignity among the
arts of men is our excellent art of

10 Point 23 A 45 a

PRINTING POWERFUL INCENTIVE
Matchless in power among the arts of
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8 Point 26 A 49 a

PRINTING EXPRESSING MAN'S PROGRESS
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6 Point 29 A 58 a

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of printing. In its high influence it is the great servant of all

QUICK-SET ROMAN

TRADE-MARK

18 Point 12 A 22 a

PRINTING FORCE
Matchless in power

14 Point 16 A 32 a

PRINTING EXPRESSED
Matchless in power is our

12 Point 19 A 38 a

PRINTING OFFERS REWARD
Matchless in power is our art

10 Point 22 A 45 a

PRINTING ART GREAT MASTER
Matchless in power among the arts
of men is our art of printing. In its

8 Point 26 A 50 a

PRINTING ENCOURAGED YOUNG MEN
Matchless in power among the arts of men is
our art of printing. In its higher influence it

6 Point 30 A 58 a

PRINTING EMPLOYED IN ALL PUBLIC SCHOOLS
Matchless in power among the arts of men is our art
of printing. In its higher influence it is the principal

SMALL CAPS from 6 to 18 Point inclusive are fonted and sold separately

Quick-Set Family
TRADE-MARK

PUBLISHED WEEKLY IN THE INTEREST OF THE RESIDENTS OF THE BOROUGH OF GRES

The Columbia

VOLUME FOUR — GRESHAM MANOR, CON

Gresham Manor–The Popular Suburb

THE thrifty, and those with a vision of the future, believe Gresham Manor property to be very valuable and with possibilities for greater developments. Many noteworthy projects and plans have been undertaken and brought to a splendid fulfilment. The Board of Trade will shortly open a new campaign of publicity in metropolitan publications, setting forth many of the natural and civic advantages that this borough presents, in order to interest those thinking of buying or renting ideal country places, where the health-producing benefits to be derived by a delightful intercourse with nature may be enjoyed continuously the year round.

Gresham Manor invites inspection and comparison of its paved streets, public library, fine churches, large modern school system, sound banks, public market, convenient park and adequate police and fire protection.



The village government is ably and most economically administered by men of influence and experience who through civic pride willingly give of their time that Gresham Manor may be properly governed. Fraternal organizations are well represented, so that no one need feel at all lonesome for want of sociability and friends.



STEARN & HODGSON

Real Estate and Investments

Rooms 112 and 114, Post Office Building
GRESHAM MANOR, CONNECTICUT

Important Notice

THE Board of Trade will hold its first regular meeting on Monday evening, September third, at which time matters of great importance will be brought up.

Mills Building–eight o'clock

FRED HAMILTON, Secretary

GREA

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THRONGS

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are being done alre for the sp celebrate prominen

The fes Friday ni for which residents The speci having m march as brought f in a most through i old tenan

Actuall when a ta principal former re by Capta The corre

HEADING IN WASHINGTON TEXT MISSAL INITIAL

ELECTROTYPE HALFTONE NO. 10
RENAISSANCE ORNAMENT

How to Buy Type Advantageously

BY ORDERING type in regular fonts (or regular parcels of weight fonts) buyers will get quick delivery and the lowest prices. Orders for less than fonts (or regular parcels of fonts) and for type to be put up to irregular schemes or assortments are classified as Sort Orders, and are usually cast to order, involving delay and sometimes necessitating billing at higher prices.

The lowest prices for Job Type are obtained by buying in Weight Fonts in conformity with sizes of Minimum Weight Fonts at the top of page 583. The lowest prices for additions to Body Type Fonts are obtained by buying the regular sections of fonts in conformity with Weight Schemes for Body Type on page 583.

In ordering additions to fonts to match type in use it is necessary to send a cap H and lower-case m (selecting letters that are least worn), in addition to stating (where possible) the correct name and size of face and the name of the manufacturer of the type ordered. Failure to forward specimens of type may make it necessary to hold order while request for samples is sent to customer.

It is important in ordering to use the exact name of type as printed in specimen books, giving name and date of specimen book and page on which the type is shown. So simple a change as ordering "Condensed Gothic" when the printed name is "Gothic Condensed," or the omission of the correct number, may involve uncertainty and delay.

If any part of an order is required more urgently than the balance of the order, that fact should be stated, for sometimes an unimportant item, which may have to be made to order, may delay delivery of the items urgently needed.

Customers are usually in a better position to select the manner and route of shipping their orders, and can frequently effect economies of time and expense by adding shipping directions to their orders. Small quantities shipped by freight frequently cost as much or more than if shipped by express, are liable to delay, and are frequently lost.

Estimates of the cost of complete and efficient printing plants of any size are furnished in detail upon request, but it is not possible to make an intelligent estimate unless an approximate idea of the amount the inquirer wishes to invest in his enterprise is stated, and also the nature of the work to be produced.

Old Metals Taken in Exchange

OLD TYPE made by the regular typefounders; printers' old brass; electros, stereos, leads and slugs; metal furniture; linotype slugs and Lanston type, if packed separately, unmixed with other metals (particularly zinc), in their original manufactured condition (not melted down), and shipped prepaid or delivered to nearest selling house or foundry, will be accepted at current prices in exchange for new type and other printing materials at our regular discounts as advertised by this Company from time to time.

As old metal cannot be easily identified when several shipments arrive at about the same time, it is necessary to put shipper's name on each package, and advise us promptly of shipment, sending us a copy of freight receipt showing the number of boxes or other packages, the gross weight thereof and memorandum giving exact weights of each class of metal. Close observance of these suggestions will save time and annoyance and will expedite matters all around.

Stereotype plates and bases made by The American Press Association, Newspaper Unions, or similar manufacturers, being the property of these concerns, are not accepted.

SIZES OF MINIMUM WEIGHT FONTS

Weight Fonts of caps, lower case, figures and points, with small caps, if made, of one body, face and line, ordered at one time, cast to regular scheme

5 lbs. and multiples, 3 to 4½ Point inclusive.
10 lbs. and multiples, 5 and 5½ Point.
20 lbs. and multiples, 6 to 18 Point inclusive.
25 lbs. and multiples, 20 to 36 Point inclusive.
50 lbs. and multiples, 42 to 72 Point inclusive.
75 lbs. and multiples, 84 and 96 Point.
100 lbs. and multiples, 120 and 144 Point.

Weight Fonts of Title Line faces, caps, figures and points, of one body, face and line, ordered at one time, cast to regular scheme

5 lbs. and multiples, 4 to 5½ Point inclusive.
10 lbs. and multiples, 6 to 18 Point inclusive.
15 lbs. and multiples, 20 to 36 Point inclusive.
20 lbs. and multiples, 42 and 48 Point.
25 lbs. and multiples, 54 to 72 Point inclusive.
40 lbs. and multiples, 84 and 96 Point.
50 lbs. and multiples, 120 and 144 Point.

SCHEME FOR 80-LB. FONT BODY TYPE

	LB	OZ		LB	OZ		LB	OZ		LB	OZ
a	4	6	A		8½	A		2½	1		8
b	1		B		5	B		1½	2		6½
c	1	14	C		7½	C		2	3		5½
d	3		D		6½	D		2	4		5
e	6	8	E		10	E		3½	5		6½
f	1	1	F		5	F		1½	6		5
g	1	4	G		5½	G		1½	7		5
h	3	8	H		6½	H		2	8		5
i	2	12	I		6	I		1¾	9		5
j		5	J		4½	J		1¼	0		10
k		8	K		4	K		1¼	$		2
l	1	8	L		6	L		2	£		½
m	2	10	M		7½	M		2¼	.....		
n	4	6	N		7½	N		2½			
o	4	4	O		7½	O		2½		4	0
p	1	6	P		6	P		1¾			
q		5	Q		2½	Q		¾		LB	OZ
r	3	5	R		8	R		2¼	,	1	8
s	3	6	S		8	S		2¼	;		3
t	3	12	T		9	T		2½	:		2
u	2	2	U		5	U		1½	.	1	
v		14	V		3½	V		1	-		9
w	1	10	W		7	W		2	’		4
x		5	X		2	X		¾	!		2
y	1	4	Y		4½	Y		1¼	?		2
z		4	Z		2	Z		½	—		3
æ		1	Æ		¾	Æ		¼	(		2
œ		1	Œ		¾	Œ		¼	[		1
fi		5	&		3½	&		1	.....		
ff		4	.....			.....			.....		
ffi		4	.....			.....			.....		
fl		3	.....			.....			.....		
ffl		3	.....			.....			.....		
	58	12		10	0		3	0		4	4

TOTALS

	LB		LB
Lower Case	58¾	Caps	10
Points	4¼	Small Caps	3
Figures	4	.....	
			80

SPACES	LB	OZ	QUADS	LB	OZ
en set	2	4	em set	1	10
3-em set	6		2-em set	4	2
4-em set	1		3-em set	4	4
5-em set		10	.....		
hair		2	.....		
	10	0		10	0

SCHEME OF SUNDRIES FOR 100 LBS. ROMAN

FRACTIONS	LB	OZ	DASHES AND BRACES	LB	OZ	REFERENCES	LB	OZ	COMMERCIAL MARKS	LB	OZ	LEADERS	LB	OZ
¼		6	⌐		½	*		2	@		6	en set		4
½		3	⌐		½	†		1	℔		3	em set		12
¾		2	⌐		½	‡		¾	lb		3	2-em set	2	
⅛		½	⌐	1	½	‖		¾	%		2	3-em set	2	
⅔		½	⌐	2		§		¾	¢		1½	.....		
⅛	1		-	2		¶		¾	ℓ		½	.....		
⅜	1		—	3		☞	1	½		1	0		5	0
⅝	1		—	3		☜		½						
⅞		¾	—	3		.....								
⅙		¼	.....			.....								
.....			.....			.....								
.....			.....			.....								
	1	0		1	0		0	8						

Leaders.....5 lb.
References.....8 oz.
Braces and Dashes..1 lb.
Fractions.....1 lb.
Commercial Marks.1 lb.

TABLE OF POINT SET SPACES AND QUADS

BODY	SPACES HAIR AND THINNER THAN 5 EMS			FOR 5 EM	FOR 4 EM	FOR 3 EM	QUADS N-QD	M-QD	2-EM	3-EM
5 Point			1	1¼	1½	2	2½	5	10	15
5½ Point			1	1¼	1½	2	2¾	5½	11	16½
6 Point			1	1¼	1½	2	3	6	12	18
7 Point			1¼	1½	1¾	2½	3½	7	14	21
8 Point			1¼	1½	2	3	4	8	16	24
9 Point			1½	1¾	2¼	3	4½	9	18	27
10 Point			1¾	2	2½	3½	5	10	20	30
11 Point			1¾	2¼	2¾	3½	5½	11	22	33
12 Point			1¾	2½	3	4	6	12	24	36
14 Point			2	3	4	5	7	14	28	
16 Point			2	3	4	5	8	16	32	
18 Point			2	3	4	6	9	18	36	
20 Point		2	3	4	5	7	10	20	40	
24 Point		2	3	4	6	8	12	24	48	
30 Point		3	4	6	8	10	15	30		
36 Point		3	4	6	9	12	18	36		
42 Point		4	6	9	11	14	21	42		
48 Point		4	6	9	12	16	24	48		
54 Point		4	6	9	12	18	27	54		
60 Point	5	6	8	12	15	20	30	60		
72 Point	5	6	9	12	18	24	36	72		
84 Point	6	9	12	16	21	28	42	84		
96 Point	6	9	12	18	24	32	48	96		
120 Point	6	9	12	18	24	30	40	60	120	

WEIGHT SCHEMES FOR BODY TYPE

Body Type in sizes 6 to 18 Pt. is put up in packages of the following approximate weights. This table applies only to faces shown on pages 536-578

FONT	CAPS LB	CAPS OZ	SMALL CAPS LB	SMALL CAPS OZ	POINTS LB	POINTS OZ	FIGURES LB	FIGURES OZ	LOWER CASE LB	LOWER CASE OZ
20 lbs.	2	8	0	12	1	1	1	0	14	11
40 lbs.	5	0	1	8	2	2	2	0	29	6
80 lbs.	10	0	3	0	4	4	4	0	58	12

Where the face does not show SMALL CAPS, the weight of the Cap package is increased.

Weight fonts of other faces are put up to count schemes and the weight of the separate packages of caps, lower case, figures and points vary with each face.

Body Type Italic is put up in small fonts of the following approximate weights: 5½ Point and smaller inclusive, 2½ pounds and multiples; 6 to 18 Point inclusive, 5 pounds and multiples.

ACCENTED LETTERS

A table of all the accents regularly made for body and job type, with their designated numbers, is shown on page 586

TEAGUE BORDER

LENGTHS OF ALPHABET

THE following Table showing the lengths of the alphabet in points of popular series of job type is given for the purpose of making comparison of the various faces and furnishing a basis for computing the amount of type which can be set in a given space

NAME OF TYPE	Size	6	8	10	12	14	18	24	30	36	42	48	60	72
American Caslon	Caps	113	138	167	218	256	308	391	504	608	751	911		
	L. Case	74	89	110	143	165	200	254	328	396	486	579		
Bodoni	Caps	115	155	184	207	229	295	373	456	541	628	713	889	1065
	L. Case	79	107	129	144	161	207	265	325	386	447	511	634	759
Bodoni Bold	Caps	119	159	189	212	258	304	394	483	573	666	765	936	1128
	L. Case	87	116	137	156	174	224	289	354	420	487	555	688	825
Bookman Oldstyle	Caps	132	160	194	237	279	353	544	587	748		924	1151	1366
	L. Case	96	107	129	153	183	240	361	387	495		614	778	936
Caslon Oldstyle No. 471	Caps	124	145	175	236	252	300	442	475	584	742	880	1190	1459
	L. Case	81	86	106	142	159	195	265	317	408	502	563	793	942
Caslon No. 540	Caps	111	162	198	244	285	410	475	584	742	880	1023	1264	1487
	L. Case	74	101	118	155	183	230	317	408	502	563	638	791	937
Caslon Bold	Caps	144	175	216	248	300	384	488	609	736	871	954	1304	1578
	L. Case	102	124	154	177	215	269	348	431	523	614	719	930	1118
Century Bold	Caps	124	162	195	299	273	338	438	538	641	760	860	1081	1321
	L. Case	92	118	138	164	194	242	310	376	457	541	616	776	950
Cheltenham Oldstyle	Caps	131	153	190	220	265	335	422	509	614	729	836	1036	1235
	L. Case	75	89	108	126	152	190	241	291	348	412	465	583	703
Cheltenham Italic	Caps	134	154	194	227	275	342	426	522	623	738	834	1062	1277
	L. Case	78	92	112	131	160	198	252	300	359	421	482	600	724
Cheltenham Bold	Caps	134	159	202	225	278	340	423	516	629	745	847	1073	1304
	L. Case	94	112	141	157	190	233	305	365	449	530	612	770	924
Cheltenham Bold Condensed	Caps	103	123	159	170	208	255	326	401	476	561	643	810	975
	L. Case	75	89	113	126	154	188	234	284	347	400	488	590	710
Cheltenham Bold Italic	Caps	140	161	214	236	277	357	452	546	674	804	919	1146	1374
	L. Case	90	113	149	160	194	245	310	379	456	534	621	780	946
Cheltenham Bold Extended	Caps	166	195	241	281	338	424	537	652	794	940	1081	1364	1651
	L. Case	127	149	191	214	256	318	405	493	601	713	816	1031	1244
Cheltenham Wide	Caps	131	153	190	220	265	335	422	509	614	729	836	1036	1235
	L. Case	89	105	130	146	176	219	281	339	413	485	556	694	830
Cheltenham Medium	Caps	127	153	191	213	256	317	402	483	590	694	800	1012	1223
	L. Case	93	105	131	146	175	215	271	328	399	472	542	684	825
Cloister Oldstyle	Caps	130	156	182	203	228	292	378	463	551	636	726	902	1083
	L. Case	79	93	110	122	137	175	226	277	328	379	431	537	645
Cloister Bold	Caps	136	162	189	212	237	304	391	480	571	661	750	936	1124
	L. Case	86	105	122	136	154	195	252	309	368	427	481	601	720
Franklin Gothic	Caps	139	164	211	233	282	352	453	544	654	761	874	1100	1329
	L. Case	109	129	163	183	218	270	351	420	504	585	677	855	1032
Garamond	Caps	130	156	180	204	228	296	385	472	561		739	910	1090
	L. Case	87	103	118	134	149	193	249	306	364		480	594	711
Garamond Italic	Caps	123	147	170	193	216	279	362	444	524		689		
	L. Case	80	92	105	119	132	171	217	265	311		410		
Goudy Oldstyle	Caps	125	155	189	216	261	326	412	501	608	718	829	1047	1270
	L. Case	83	106	128	145	175	218	274	333	404	477	549	694	840
Goudy Italic	Caps	124	151	185	213	256	320	406	492	601				
	L. Case	77	94	114	130	156	196	247	300	364				
Goudy Catalogue	Caps	132	163	197	227	273	343	435	530	647	764	881	1118	1351
	L. Case	89	110	133	153	184	228	289	351	428	504	582	737	893
Goudy Catalogue Italic	Caps	132	163	196	227	271	339	429	520	634	747	862	1093	1323
	L. Case	85	104	125	148	172	214	270	326	398	467	538	681	822
Goudy Bold	Caps	137	169	206	236	286	358	454	553	676	798	921	1168	1415
	L. Case	93	114	139	159	191	240	302	366	448	527	610	773	938
Goudy Bold Italic	Caps	134	168	204	234	281	352	440	542	659	777	897	1135	1373
	L. Case	89	110	134	153	184	230	290	352	427	502	582	734	886
National Oldstyle	Caps	131	154	187	215	260	325	410	499	607		828		
	L. Case	83	98	119	137	163	205	259	315	394		522		
Packard	Caps	135	152	188	210	252	315	398	483	586	697	803		
	L. Case	81	90	112	124	148	185	234	283	343	405	467		

LENGTHS OF ALPHABET

THE following Table showing the lengths of the alphabet in points of popular series of body type is given for the purpose of making comparison of the various faces and furnishing a basis for computing the amount of type which can be set in a given space

NAME OF TYPE	Size	5	5½	6	7	8	9	10	11	12	14	18
Baskerville Roman	Caps			105		152		166		200	237	336
	L. Case			68		91		106		133	155	221
Bodoni Book	Caps			109		143		169		190	212	273
	L. Case			75		100		118		132	146	186
Bodoni Book Italic	Caps			107		146		171		194	217	274
	L. Case			73		99		115		129	146	186
Caslon Oldstyle No. 471	Caps			124		145	170	175	208	236	252	300
	L. Case			81		86	103	106	122	142	159	195
Caslon Oldstyle No. 471 Italic	Caps			130		152	151	183	200	223	258	315
	L. Case			79		87	105	106	112	131	146	181
Caslon No. 540	Caps			111		162		198	222	244	285	366
	L. Case			74		101		118	134	155	183	230
Caslon No. 540 Italic	Caps			108		145		190	211	247	293	372
	L. Case			70		101		107	124	143	171	214
Century Expanded	Caps	114	132	132	140	166	176	195	205	227	268	338
	L. Case	80	93	93	100	116	126	140	145	160	191	242
Century Expanded Italic	Caps	120	136	136	147	170	185	205	215	235	289	361
	L. Case	81	91	91	97	113	125	131	141	153	186	231
Century Catalogue	Caps			128		156		187		216	261	322
	L. Case			86		103		121		144	173	213
Century Catalogue Italic	Caps			134		162		199		228	274	340
	L. Case			90		107		129		145	172	205
Century Schoolbook	Caps			130		161		198		228	273	345
	L. Case			93		115		140		161	195	243
Century Schoolbook Italic	Caps			138		171		207		238	284	356
	L. Case			93		114		139		157	189	238
Century Oldstyle	Caps			129		151	176	194	203	216	259	324
	L. Case			94		109	127	138	145	153	184	232
Century Oldstyle Italic	Caps			132		154	180	201	208	223	267	334
	L. Case			85		99	114	129	135	144	175	219
Cloister Italic	Caps			119		143		165		183	208	267
	L. Case			70		84		98		109	222	155
Harris Roman	Caps	108		128		157	172	186		219	267	323
	L. Case	83		96		116	121	133		156	184	225
New Caslon	Caps	113		138		169		221		260	310	397
	L. Case	74		88		108		140		164	196	252
Norwood Roman	Caps			125		144		188		208		
	L. Case			91		105		134		148		
Oldstyle No. 550	Caps			139	153	167	178	196	211	248		
	L. Case			96	105	115	124	132	140	170		
Oldstyle No. 551	Caps			132	148	161	175	193	207	230	285	334
	L. Case			96	105	112	122	130	138	150	187	217
Oldstyle No. 581	Caps	111		139	152	164	178	194	209	244		
	L. Case	80		96	107	115	127	131	143	173		
Oldstyle No. 583	Caps			147		177	183	203	214			
	L. Case			93		111	116	130	140			
Quick-Set Roman	Caps			128		153		189		214	261	342
	L. Case			94		112		141		165	200	256
Recut Caslon	Caps			135		165		209		237	286	360
	L. Case			87		106		132		155	177	229
Roman No. 510	Caps			126		160	168	182	199	224		
	L. Case			95		111	116	126	136	153		
Roman No. 599	Caps			112	123	150	157	173		189		
	L. Case			80	89	97	109	117		126		
Scotch Roman	Caps			128		161		179	196	249	292	377
	L. Case			94		108		120	127	151	181	234
Venetian	Caps			130		153		191		219	262	315
	L. Case			84		100		124		142	170	204

ACCENTED LETTERS

A GREAT variety of accented letters are made by the American Type Founders Company. It is impracticable to attempt to list the individual characters in this catalogue. Such a list would necessarily be incomplete within a very short time, because important additions are being made almost daily. The list printed herewith is therefore limited to the type faces shown in this specimen book for which accented letters are made. Information regarding additional accents will be supplied upon request.

ACCENTED LETTERS USED IN VARIOUS MODERN LANGUAGES

Bohemian
Á É Í Ó Ú Ů Ý Ě Č Ď Ň Ř Š Ť Ž
á é í ó ú ů ý ě č ď ň ř š ť ž

Hungarian
Á É Í Ó Ú Ö Ü Ő Ű
á é í ó ú ö ü ő ű

Portuguese
Á É Í Ó Ú Ü Ê Ô Ç Ã Õ Ñ
á é í ó ú ü ê ô ç ã õ ñ

Polish
Ó Ą Ę Ć Ł Ń Ś Ż Ź
ó ą ę ć ł ń ś ż ź

Italian
Á É Í Ó Ú À È Ì Ò Ù Î Ô
á é í ó ú à è ì ò ù î ô

Spanish
Á É Í Ó Ú Ü Ñ á é í ó ú ü ñ

French
É À È Ì Ò Ù Ä Ë Ï Ö Ü Â Ê Î Ô Û Ç
é à è ì ò ù ä ë ï ö ü â ê î ô û ç

Norwegian and Danish
Æ æ Ø ø

Swedish
Ä Ö Å ä ö å

German
Ä Ö Ü ä ö ü

TABLE OF NUMBERS DESIGNATING ACCENTED LETTERS

EACH accented letter is designated by an invariable number irrespective of face or size, as shown in the table below. In ordering it is only necessary to state the number of the accented letter and the name and size of the face.

NUMBER	ACCENT	NUMBER	ACCENT	NUMBER	ACCENT	NUMBER	ACCENT	NUMBER	ACCENT	NUMBER	ACCENT	NUMBER	ACCENT	NUMBER	ACCENT	NUMBER	ACCENT
1	á	101	Á	201	Á	18		118		218		51	ø	151	Ø	251	ø
2	é	102	É	202	É	19	â	119	Â	219	Â	52	ç	152	Ç	252	Ç
3	í	103	Í	203	Í	20	ê	120	Ê	220	Ê	54	ő	154	Ő	254	Ö
4	ó	104	Ó	204	Ó	21	î	121	Î	221	Î	55	ü	155	Ü	255	Ü
5	ú	105	Ú	205	Ú	22	ô	122	Ô	222	Ô	58	ą	158	Ą	258	Ą
6	ý	106	Ý	206	Ý	23	û	123	Û	223	Û	59	ę	159	Ę	259	Ę
7	à	107	À	207	À	37	č	137	Č	237	Č	60	ć	160	Ć	260	Ć
8	è	108	È	208	È	38	ď	138	Ď	238	Ď	61	ł	161	Ł	261	Ł
9	ì	109	Ì	209	Ì	39	ě	139	Ě	239	Ě	62	ń	162	Ń	262	Ń
10	ò	110	Ò	210	Ò	41	ň	141	Ň	241	Ň	63	ś	163	Ś	263	Ś
11	ù	111	Ù	211	Ù	42	ř	142	Ř	242	Ř	64	ż	164	Ż	264	Ż
13	ä	113	Ä	213	Ä	43	š	143	Š	243	Š	65	ź	165	Ź	265	Ź
14	ë	114	Ë	214	Ë	44	ť	144	Ť	244	Ť	70	ã	170	Ã	270	Ã
15	ï	115	Ï	215	Ï	45	ů	145	Ů	245	Ů	73	õ	173	Õ	273	õ
16	ö	116	Ö	216	Ö	47	ž	147	Ž	247	Ž	79	ñ	179	Ñ	279	Ñ
17	ü	117	Ü	217	Ü	50	æ	150	Æ	250	Æ	80	å	180	Å	280	Å

All accents for capitals, small capitals, and lower case shown in the above table are made for the following type faces in the sizes noted:

Century Bold—Caps and Lower Case: 6, 8, 10, 12, 14, 18, 24, 30, 36, 42 and 48 Point.

Century Expanded—Caps, Lower Case and Small Caps: 6, 8, 10, 12, 14 and 18 Point.

Century Expanded Italic—Caps and Lower Case: 6, 8, 10, 12, 14 and 18 Point.

Century Oldstyle—Caps, Lower Case and Small Caps: 6, 8, 10, 12, 14 and 18 Point.
Caps and Lower Case: 24, 30, 36, 42 and 48 Point.

Century Oldstyle Bold—Caps and Lower Case: 6, 8, 10, 12, 14, 18, 24, 30, 36 and 48 Point.

Century Oldstyle Italic—Caps and Lower Case: 6, 8, 10, 12, 14, 18, 24, 30, 36, 42 and 48 Point.

Cheltenham Bold—Caps and Lower Case: 6, 8, 10, 12, 14, 18, 24, 30, 36, 42 and 48 Point.

Cheltenham Bold Condensed—Caps and Lower Case: 6, 8, 10, 12, 14, 18, 24, 30, 36, 42 and 48 Point.

Cheltenham Bold Extended—Caps and Lower Case: 6, 8, 10, 12, 14, 18, 24, 30, 36, 42 and 48 Point.

Cheltenham Bold Extra Condensed—Caps and Lower Case: 6, 8, 10, 12, 14, 18, 24, 30, 36, 42 and 48 Point.

Cheltenham Oldstyle—Caps and Lower Case: 6, 8, 10, 12, 14, 18, 24, 30, 36, 42 and 48 Point.

Cheltenham Wide—Caps and Lower Case: 6, 8, 10, 12, 14, 18, 24, 30, 36, 42 and 48 Point.

Complete list of Piece Accents for job and body type faces will be found on page 595

ACCENTED LETTERS FOR MODERN LANGUAGES

Type Faces for which Accented Letters are made

IN ADDITION to the list given on preceding page, the American Type Founders Company makes an exceptionally liberal number of Accented Letters for its extensive line of popular type faces, as is shown by schedule below

American Extra Condensed—Caps and Lower Case: 12, 14, 18, 24, 30, 36, 42, 48, 54, 60 and 72 Point.

Blair—Caps: 6 and 12 Point.

Bodoni—Caps and Lower Case: 6, 8, 10, 12, 14, 18, 24, 30, 36 and 48 Point.

Bodoni Book—Caps and Lower Case: 6, 8, 10, 12, 14 and 18 Point.

Bodoni Book Italic—Caps and Lower Case: 6, 8, 10 and 12 Point.

Bookman Oldstyle—Caps and Lower Case: 6, 8, 9, 10, 12, 14, 18, 20, 24, 30, 36, 48, 60 and 72 Point.

Caslon No. 540—Caps and Lower Case: 6, 8, 10, 12 and 14 Point.

Caslon Oldstyle No. 471—Caps and Lower Case: 6, 8, 9, 10, 11, 12, 14 and 18 Point.

Caslon Oldstyle Italic No. 471—Caps and Lower Case: 6, 8, 9, 10, 11, 12, 14 and 18 Point.

Cheltenham Medium Italic—Caps and Lower Case: 6, 8, 10, 12, 14, 18 and 24 Point.

Clearface Bold—Caps and Lower Case: 6, 8, 10, 12, 14, 18, 24, 30, 36, 42 and 48 Point.

Cloister Italic—Caps and Lower Case: 6, 8, 10, 12, 14, 16 and 18 Point.

Cloister Oldstyle—Caps and Lower Case: 6, 8, 10, 12, 14, 16 and 18 Point.

Compact—Caps and Lower Case: 8, 10, 12, 14, 18, 24, 30, 36, 42, 48, 60 and 72 Point.

Curtis-Post—Caps and Lower Case: 12, 14, 18, 24, 30, 36, 42 and 48 Point.

Della Robbia—Caps and Lower Case: 6, 8, 10, 12, 14 and 18 Point.

DeVinne No. 2—Caps and Lower Case: 5½, 6, 8, 10, 12, 18, 24, 30, 36, 48, 54, 60 and 72 Point.

DeVinne Condensed No. 2—Caps and Lower Case: 6, 8, 10, 12, 14, 18, 24, 30, 36, 42 and 48 Point.

Drew—Caps and Lower Case: 6, 8, 10, 12, 14 and 18 Point.

Engravers Old English—Caps and Lower Case: 6, 8, 10, 12, 14, 18, 24, 30, 36, 42, 48, 60 and 72 Point.

Garamond—Caps and Lower Case: 6, 8, 10, 12, 14 and 18 Point.

Garamond Italic—Caps and Lower Case: 6, 8, 10, 12, 14 and 18 Point.

Gothic No. 544—Caps and Lower Case: 6, 8, 10, 12, 14, 18, 24, 30, 36, 42 and 48 Point.

Gothic No. 545—Caps and Lower Case: 6, 8, 9, 10, 12, 14, 18, 24, 30, 36, 42, 48, 54 and 60 Point.

Gothic Condensed No. 523—Caps and Lower Case: 6, 8, 10, 12, 18, 30 and 36 Point.

Gothic Condensed No. 529—Caps and Lower Case: 12, 14, 18, 24, 30, 60 and 72 Point.

Heavy Caslon—Caps and Lower Case: 6, 8, 10, 12, 14 and 18 Point.

Heavy Copperplate Gothic—Caps: 6, 12 and 18 Point.

Ionic No. 522—Caps and Lower Case: 6, 8, 10 and 12 Point.

New Caslon—Caps and Lower Case: 5, 6, 8, 10, 12, 14 and 18 Point.

New Caslon Italic—Caps and Lower Case: 6, 8, 10, 12, 14 and 18 Point.

New Model Remington Typewriter—Caps and Lower Case: 12 Point.

New Model Smith-Premier Typewriter—Caps and Lower Case: 12 Point.

Oldstyle No. 523—Caps, Lower Case and Small Caps: 5 Point.

Oldstyle Italic No. 523—Caps and Lower Case: 5 Point.

Oldstyle No. 550—Caps, Lower Case and Small Caps: 6, 7, 8, 9, 10 and 12 Point.

Oldstyle Italic No. 550—Caps and Lower Case: 6, 7, 8, 9, 10 and 12 Point.

Oliver Typewriter—Caps and Lower Case: 12 Point.

Post Condensed—Caps and Lower Case: 6, 8, 10, 12, 14, 18, 24, 30, 36, 42 and 48 Point.

Post Monotone—Caps and Lower Case: 5 on 6, 6, 8, 10, 12, 14, 18, 24, 30 and 36 Point.

Post Oldstyle Roman No. 2—Caps and Lower Case: 6, 8, 10, 12, 14, 18, 24, 30, 36, 42 and 48 Point.

Recut Caslon—Caps and Lower Case: 6, 8, 10, 12, 14 and 18 Point.

Recut Caslon Italic—Caps and Lower Case: 6, 8, 10, 12, 14 and 18 Point.

Ribbonface Typewriter—Caps and Lower Case: 12 Point.

Roman No. 510—Caps, Lower Case and Small Caps: 6, 8, 10, 11 and 12 Point.

Roman No. 524—Caps and Lower Case: 5 Point.

Roman No. 527—Caps and Lower Case: 5 Point.

Ronaldson Oldstyle No. 551—Caps, Lower Case and Small Caps: 6, 7, 8, 9, 10, 11, 12 and 14 Point.

Ronaldson Oldstyle Italic No. 551—Caps and Lower Case: 6, 7, 8, 9, 10, 11 and 12 Point.

Scotch Roman—Caps and Lower Case: 6, 8, 10, 11, 12 and 14 Point.

Scotch Roman Italic—Caps and Lower Case: 6, 8, 10, 12 and 14 Point.

Title Shaded Litho—Caps: 6, 12 and 24 Point.

Typo Script—Caps and Lower Case: 14, 18, 24, 30, 36, 48 and 60 Point.

Typo Script Extended—Caps and Lower Case: 12, 14, 18, 24, 30, 36, 48 and 60 Point.

Typo Slope—Caps and Lower Case: 12, 14, 18, 24, 30, 36 and 48 Point.

Typo Text—Caps and Lower Case: 8, 10, 12, 14, 18 and 24 Point.

Complete list of Piece Accents for job and body type faces will be found on page 595

Arbitrary Signs and Miscellaneous Auxiliaries

Below is shown a comprehensive line of Arbitrary Signs and Miscellaneous Auxiliaries. For the convenience of customers we have printed a booklet giving complete details as to the various characters, sizes, and manner in which they are fonted. We will send this booklet to any one interested.

Mathematical

1 + Plus
2 − Minus
3 × Multiplied by
4 ÷ Divided by
5 = Equal to
6 : Ratio
7 :: Proportion
8 ∺ Geometrical proportion
9 ± Plus or minus
10 < Less than
11 > Greater than
12 ≮ Not less than
13 ≯ Not greater than
14 ≍ Equivalent to
15 ≠ Not equal to
16 ≈ Nearly equal to
17 ∾ Difference
18 ≏ Difference between
19 ∝ Variation
20 √ Radical
21 ∛ Cube root
22 ° Degree
23 ′ Minute
24 ″ Second
25 ○ Circle
26 □ Square
27 ▭ Rectangle
28 ∠ Angle
29 △ Triangle
30 ∫ Integration
31 ∭ Integration of a quaternion
32 ∓ Minus or plus
33 ∴ Hence, therefore
34 ∵ Because
35 ∫ Integral of
36 ∞ Infinity
37 ∟ Right angle
38 ⊥ Perpendicular to
39 ≡ Identical with
40 ≐ Approaches
41 ⊏ Greater than
42 ⊐ Less than
43 ∹ Difference, excess
44 √ Radical (two line)

Arithmetical

1 + Plus
2 − Minus
3 × Multiplied by
4 ÷ Divided by
5 = Equal to

Nautical

1 ⊖ Sun's center
2 ⊙ Sun's upper limb
3 ⊙ Sun's lower limb
4 ☾ Moon's upper limb
5 ☾ Moon's lower limb

Medical

1 ℥ Ounce
2 ℨ Dram, drachm
3 ℈ Scruple
4 ℞ Recipe

Astronomical

Signs of the Zodiac

1 ♈ Aries
2 ♉ Taurus
3 ♊ Gemini
4 ♋ Cancer
5 ♌ Leo
6 ♍ Virgo
7 ♎ Libra
8 ♏ Scorpio
9 ♐ Sagittarius
10 ♑ Capricornus
11 ♒ Aquarius
12 ♓ Pisces

Moon's Phases

13 ● New moon
14 ☽ First quarter
15 ○ Full moon
16 ☾ Last quarter
17 ● New moon
18 ☽ First quarter
19 ○ Full moon
20 ☾ Last quarter

Sun and Planets

21 ☉ Sun
22 ☽ Moon
23 ☿ Mercury
24 ♀ Venus
25 ⊕ Earth
26 ♂ Mars
27 ♃ Jupiter
28 ♄ Saturn
29 ♅ Uranus
30 ♆ Neptune

Signs of Position

31 ☌ Conjunction
32 ☍ Opposition
33 △ Trine
34 □ Quadrature
35 ✳ Sextile
36 ∝ Variation
37 ☊ Dragon's head
38 ☋ Dragon's tail
39 ☒ Station mark
40 ♅ Uranus
41 ☉ Sun
42 ⚳ Ceres
43 ⚴ Pallas
44 ⚵ Juno
45 ⚶ Vesta

Commercial

1 ℔ Per
2 @ At, to
3 ℔ Pound
4 % Per cent
5 % Account
6 ¢ Cent

Miscellaneous

1 ✠ Maltese cross
2 № Number
3 / Shilling mark
4 → Direction arrow
5 ♂ Male
6 → Direction arrow
7 ℣ Versicle
8 ℟ Response
9 † Sign of the cross

AMERICAN LINE LEADERS

American Line Leaders are put up in three and five pound fonts and multiples thereof

SERIES 541–One Dot to the Em

5 Point . . . . . .
5½ Point . . . . . .
6 Point . . . . . .
7 Point . . . . . .
8 Point . . . . . .
9 Point . . . . . .
10 Point . . . . . .
11 Point . . . . . .
12 Point . . . . . .
14 Point . . . . . .
18 Point . . . . . .

SERIES 542–Two Dots to the Em

5 Point .....
5½ Point .....
6 Point .....
7 Point .....
8 Point .....
9 Point .....
10 Point .....
11 Point .....
12 Point .....
14 Point .....
18 Point .....

SERIES 543–Three Dots to the Em

5 Point .....
5½ Point .....
6 Point .....
7 Point .....
8 Point .....
9 Point .....
10 Point .....
11 Point .....
12 Point .....
14 Point .....
18 Point .....

SERIES 544–Fine Hyphen Face

6 Point
7 Point
8 Point
9 Point
10 Point
11 Point
12 Point
14 Point
18 Point

SERIES 545–Hyphen Face

5 Point
5½ Point
6 Point
7 Point
8 Point
9 Point
10 Point
11 Point
12 Point
14 Point
18 Point

SERIES 546–Four Dots to the Em

5 Point .....
5½ Point .....
6 Point .....
7 Point .....
8 Point .....
9 Point .....
10 Point .....
11 Point .....
12 Point .....
14 Point .....
18 Point .....

EXAMPLES SHOWING HOW AMERICAN LINE LEADERS PRINT

Specimen of 12 Point No. 541 used with 12 Point Caslon Italic No. 540

King Cotton . . . . . Sousa
Mandalay . . . . . Thomas

Specimen of 12 Point No. 542 used with 12 Point Century Oldstyle Italic

Night Hymns . . . . . Thomas
Allegro . . . . . Mansfield

Specimen of 10 Point No. 543 used with 10 Point Cheltenham Oldstyle

Southern Airs . . . . . Nora Risinge
Mazurka in B Minor . . . . . Saint-Saens

Specimen of 8 Point No. 544 used with 8 Point Della Robbia

The Salesman . . . . . Birmingham
Wolverine . . . . . Sousa

Specimen of 10 Point No. 545 used with 10 Point Clearface

The Miracle _____ Beth Marsch
Halloween Pranks _____ Joel Scott

Specimen of 8 Point No. 546 used with 8 Point Century Expanded

In Tropical Climes . . . . . King
Tales of India . . . . . Brentwood

TYPOGRAPHIC ACCESSORIES

Century Oldstyle References

En Set except Fists

18 Point — Put up in ½ lb. fonts



14 Point — Put up in ½ lb. fonts



12 Point — Put up in ½ lb. fonts



10 Point — Put up in ½ lb. fonts



8 Point — Put up in ½ lb. fonts



6 Point — Put up in ½ lb. fonts



Century Oldstyle Commercial Marks

Em Set except Cent Mark

18 Point — Put up in 1 lb. fonts

℀ @ ℔ % a/c ¢

14 Point — Put up in 1 lb. fonts

℀ @ ℔ % a/c ¢

12 Point — Put up in 1 lb. fonts

℀ @ ℔ % a/c ¢

10 Point — Put up in 1 lb. fonts

℀ @ ℔ % a/c ¢

8 Point — Put up in 1 lb. fonts

℀ @ ℔ % a/c ¢

6 Point — Put up in 1 lb. fonts

℀ @ ℔ % a/c ¢

Century Oldstyle Fractions

En Set

18 Point — Put up in 1 lb. fonts

1/4 1/2 3/4 1/3 2/3 1/8 3/8 5/8 7/8 1/6 5/6

14 Point — Put up in 1 lb. fonts

1/4 1/2 3/4 1/3 2/3 1/8 3/8 5/8 7/8 1/6 5/6

12 Point — Put up in 1 lb. fonts

1/4 1/2 3/4 1/3 2/3 1/8 3/8 5/8 7/8 1/6 5/6

10 Point — Put up in 1 lb. fonts

1/4 1/2 3/4 1/3 2/3 1/8 3/8 5/8 7/8 1/6 5/6

8 Point — Put up in 1 lb. fonts

1/4 1/2 3/4 1/3 2/3 1/8 3/8 5/8 7/8 1/6 5/6

6 Point — Put up in 1 lb. fonts

1/4 1/2 3/4 1/3 2/3 1/8 3/8 5/8 7/8 1/6 5/6

Century Oldstyle Fractions

Em Set

All fonts contain same number of characters

18 Point — Put up in 1 lb. fonts

1/4 1/2 3/4 1/3 2/3 1/8 3/8

14 Point — Put up in 1 lb. fonts

1/4 1/2 3/4 1/3 2/3 1/8 3/8 5/8

12 Point — Put up in 1 lb. fonts

1/4 1/2 3/4 1/3 2/3 1/8 3/8 5/8 7/8

10 Point — Put up in 1 lb. fonts

1/4 1/2 3/4 1/3 2/3 1/8 3/8 5/8 7/8 1/6

8 Point — Put up in 1 lb. fonts

1/4 1/2 3/4 1/3 2/3 1/8 3/8 5/8 7/8 1/6 5/6

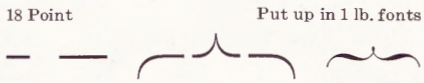
6 Point — Put up in 1 lb. fonts

1/4 1/2 3/4 1/3 2/3 1/8 3/8 5/8 7/8 1/6 5/6

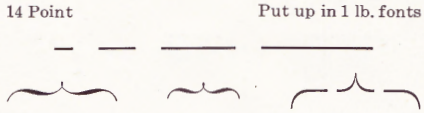
Century Oldstyle Braces and Dashes

All fonts contain same number of characters

18 Point — Put up in 1 lb. fonts



14 Point — Put up in 1 lb. fonts



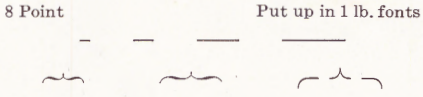
12 Point — Put up in 1 lb. fonts



10 Point — Put up in 1 lb. fonts



8 Point — Put up in 1 lb. fonts



6 Point — Put up in 1 lb. fonts



TYPOGRAPHIC ACCESSORIES

REFERENCES No. 1

En Set except Fists

18 Point — Put up in ½ lb. fonts



14 Point — Put up in ½ lb. fonts



12 Point — Put up in ½ lb. fonts



10 Point — Put up in ½ lb. fonts



8 Point — Put up in ½ lb. fonts



6 Point — Put up in ½ lb. fonts



7, 9 and 11 Point carried in stock only at Foundry

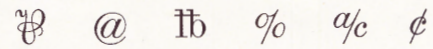
COMMERCIAL MARKS No. 1

Em Set except Cent Mark

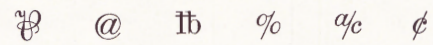
18 Point — Put up in 1 lb. fonts



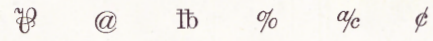
14 Point — Put up in 1 lb. fonts



12 Point — Put up in 1 lb. fonts



10 Point — Put up in 1 lb. fonts



8 Point — Put up in 1 lb. fonts



6 Point — Put up in 1 lb. fonts



7, 9 and 11 Point carried in stock only at Foundry

BRACES AND DASHES No. 1

18 Point — Put up in 1 lb. fonts



12 Point — Put up in 1 lb. fonts



8 Point — Put up in 1 lb. fonts



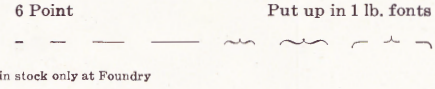
14 Point — Put up in 1 lb. fonts



10 Point — Put up in 1 lb. fonts



6 Point — Put up in 1 lb. fonts



5½, 7, 9 and 11 Point carried in stock only at Foundry

CENTURY EXPANDED SIDE SORTS

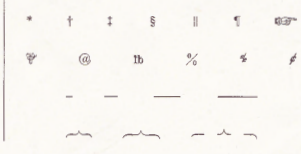
4 Point — Per font $1 50



4½ Point — Per font $1 75



5 Point — Per font $2 00



TYPOGRAPHIC ACCESSORIES

Fractions No. 1

Em Set

18 Point — Put up in 1 lb. fonts

1/4 1/2 3/4 1/3 2/3 1/8 3/8 5/8 7/8 1/6

14 Point — Put up in 1 lb. fonts

1/4 1/2 3/4 1/3 2/3 1/8 3/8 5/8 7/8 1/6

12 Point — Put up in 1 lb. fonts

1/4 1/2 3/4 1/3 2/3 1/8 3/8 5/8 7/8 1/6

10 Point — Put up in 1 lb. fonts

1/4 1/2 3/4 1/3 2/3 1/8 3/8 5/8 7/8 1/6

8 Point — Put up in 1 lb. fonts

1/4 1/2 3/4 1/3 2/3 1/8 3/8 5/8 7/8 1/6

6 Point — Put up in 1 lb. fonts

1/4 1/2 3/4 1/3 2/3 1/8 3/8 5/8 7/8 1/6

7, 9 and 11 Point carried in stock only at Foundry

Fractions No. 2

Em Set

18 Point — Put up in 1 lb. fonts

1/4 1/2 3/4 1/3 2/3 1/8 3/8 5/8 7/8 1/6

14 Point — Put up in 1 lb. fonts

1/4 1/2 3/4 1/3 2/3 1/8 3/8 5/8 7/8 1/6

12 Point — Put up in 1 lb. fonts

1/4 1/2 3/4 1/3 2/3 1/8 3/8 5/8 7/8 1/6

10 Point — Put up in 1 lb. fonts

1/4 1/2 3/4 1/3 2/3 1/8 3/8 5/8 7/8 1/6

8 Point — Put up in 1 lb. fonts

1/4 1/2 3/4 1/3 2/3 1/8 3/8 5/8 7/8 1/6

6 Point — Put up in 1 lb. fonts

1/4 1/2 3/4 1/3 2/3 1/8 3/8 5/8 7/8 1/6

7, 9 and 11 Point carried in stock only at Foundry

Fractions No. 4

Em Set

12 Point — Put up in 1 lb. fonts

1/4 1/2 3/4 1/3 2/3 1/8 3/8 5/8 7/8

10 Point — Put up in 1 lb. fonts

1/4 1/2 3/4 1/3 2/3 1/8 3/8 5/8 7/8

8 Point — Put up in 1 lb. fonts

1/4 1/2 3/4 1/3 2/3 1/8 3/8 5/8 7/8

6 Point — Put up in 1 lb. fonts

1/4 1/2 3/4 1/3 2/3 1/8 3/8 5/8 7/8

Fractions No. 5

En Set

18 Point — Put up in 1 lb. fonts

1/4 1/2 3/4 1/3 2/3 1/8 3/8 5/8 7/8 1/6

14 Point — Put up in 1 lb. fonts

1/4 1/2 3/4 1/3 2/3 1/8 3/8 5/8 7/8 1/6

12 Point — Put up in 1 lb. fonts

1/4 1/2 3/4 1/3 2/3 1/8 3/8 5/8 7/8 1/6

10 Point — Put up in 1 lb. fonts

1/4 1/2 3/4 1/3 2/3 1/8 3/8 5/8 7/8 1/6

8 Point — Put up in 1 lb. fonts

1/4 1/2 3/4 1/3 2/3 1/8 3/8 5/8 7/8 1/6

6 Point — Put up in 1 lb. fonts

1/4 1/2 3/4 1/3 2/3 1/8 3/8 5/8 7/8 1/6

7, 9 and 11 Point carried in stock only at Foundry

Fractions No. 8

En Set

12 Point — Put up in 1 lb. fonts

1/4 1/2 3/4 1/3 2/3 1/8 3/8 5/8 7/8 1/5 2/5 3/5 4/5 1/6

10 Point — Put up in 1 lb. fonts

1/4 1/2 3/4 1/3 2/3 1/8 3/8 5/8 7/8 1/5 2/5 3/5 4/5 1/6

8 Point — Put up in 1 lb. fonts

1/4 1/2 3/4 1/3 2/3 1/8 3/8 5/8 7/8 1/5 2/5 3/5 4/5 1/6

6 Point — Put up in 1 lb. fonts

1/4 1/2 3/4 1/3 2/3 1/8 3/8 5/8 7/8 1/5 2/5 3/5 4/5 1/6

Fractions No. 9

En Set

12 Point — Put up in 1 lb. fonts

1/16 3/16 5/16 7/16 9/16 11/16 13/16 15/16

10 Point — Put up in 1 lb. fonts

1/16 3/16 5/16 7/16 9/16 11/16 13/16 15/16

8 Point — Put up in 1 lb. fonts

1/16 3/16 5/16 7/16 9/16 11/16 13/16 15/16

6 Point — Put up in 1 lb. fonts

1/16 3/16 5/16 7/16 9/16 11/16 13/16 15/16

Caslon No. 540 Figures Shown with Fractions No. 2 and Cent and Per Cent Marks

$8.95	10¢	35%	66⅓
33⅓	$2.96	12¢	25%
99%	78¢	$1.58	22½
47¢	$3.98	16¾	50%

TYPOGRAPHIC ACCESSORIES

THREE POINT NEW METAL BRACES

3 Point — Per dozen of any one size $0 85 — Per font $1 80

312 315 318 321 324 327 330 333 336 339
342 348 351 354 360 366
369 372 378 384
387 390 396

Made in 12, 15, 18, 21, 24, 27, 30, 33, 36, 39, 42, 48, 51, 54, 60, 66, 69, 72, 78, 84, 87, 90 and 96 Point lengths

The last two figures of each number indicate the length of brace in points

FOUR POINT NEW METAL BRACES

4 Point — Per dozen of any one size $0 85 — Per font $1 80

412 416 420 424 428 432 436 440 444 448
452 456 460 464 468
472 480 484
488 496

Made in 12, 16, 20, 24, 28, 32, 36, 40, 44, 48, 52, 56, 60, 64, 68, 72, 80, 84, 88 and 96 Point lengths

The last two figures of each number indicate the length of brace in points

SIX POINT NEW METAL BRACES

6 Point — Per dozen of any one size $0 70 — Per font $1 45

612 618 624 630 636 642 648 654
660 666 672 678
684 690 696

Made in 12, 18, 24, 30, 36, 42, 48, 54, 60, 66, 72, 78, 84, 90 and 96 Point lengths

The last two figures of each number indicate the length of brace in points

SIX POINT METAL BRACES

6 Point — Per dozen of any one size $0 60 — Per font $1 45

1 2 3 4 5 6

Font contains six of each. The number also indicates the length of each brace in 12 Point ems

SIX POINT BRACES AND DASHES NO. 2

6 Point — Per font $1 80

1 2 3 4 5 6 7 8 10 11
9 12

Font contains eight each Nos. 1 to 7, four each Nos. 8 to 12

Nos. 1 to 7 are for piecing. Nos. 8, 9, 10, 11 and 12 are complete and are 2, 3, 4, 5 and 6 ems respectively

COPPER ALLOY IMPRINTS

Cast in one piece; ① any of the faces here shown at the following prices:

Cost of Matrix:—10 characters or less $3.00; each additional character 25c. Count each letter, figure or point as one character.

EXAMPLE:

JOHN SMITH & CO., 525-527 MAIN ST., PROVIDENCE, R. I.=44 characters, total $11.50

PRICE FOR CASTING IMPRINTS

These prices in addition to cost of matrices. Type cast from Imprint Matrices on 6 Point or smaller body.

	50	100	200 OR MORE PER 100
72 Point set or less	$3 50	$6 00	$5 50
73 Point set to 108 Point set	5 00	8 75	8 25
109 Point set to 144 Point set	6 50	11 60	10 80
145 Point set to 180 Point set	8 80	14 50	13 75
181 Point set to 216 Point set	9 50	17 50	16 75
217 Point set to 240 Point set	11 00	20 50	19 75

Double or triple line imprints are charged as if each line were a separate imprint.

①Maximum length:—6 Point body, 240 points; 4 or 5 Point body, 96 points

STYLE OF IMPRINTS

Style 10—ARTS PRINTING CO., TROY
Style 11—WYNDHAM PRESS, UTICA
Style 12—EAGLERS PUBLISHING CO.
Style 13—HENRY STILMAN, PRINTER
Style 14—THE HARTSMAN PRESS
Style 15—STANDARD PRINTING COMPANY
Style 16—BRONX PRINT SHOP
Style 17—HOWES PRINTING CO., N.Y.
Style 18—PRESS OF W. H. SMITH

TYPOGRAPHIC ACCESSORIES

Superior and Inferior Letters and Figures

The font prices quoted below are for single fonts of either Superior Letters, Inferior Letters, Superior Figures or Inferior Figures

12 Point No. 150 — Per font $1 75

abcdefghijklmnopqrst 1234567890 abcdefghijklmnopqrst 1234567890

10 Point No. 150 — Per font $2 10

abcdefghijklmnopqrstuv 1234567890 abcdefghijklmnopqrstuv 1234567890

8 Point No. 150 — Per font $2 40

abcdefghijklmnopqrstuvwxy 1234567890 abcdefghijklmnopqrstuvwxy 1234567890

6 Point No. 150 — Per font $3 05

abcdefghijklmnopqrstuvwxy 1234567890 abcdefghijklmnopqrstuvwxy 1234567890

5½, 7, 9 and 11 Point carried in stock only at Foundry

Piece Fractions

12 Point No. 120 — Per font $2 90

1 2 3 4 5 6 7 8 9 0 / 1 2 3 4 5 6 7 8 9 0

2/5 3/16 5/36 13/68 9/100 33/100

10 Point No. 120 — Per font $3 85

1 2 3 4 5 6 7 8 9 0 / 1 2 3 4 5 6 7 8 9 0

2/5 3/20 4/68 7/90 9/10 24/160 45/200

8 Point No. 120 — Per font $4 95

1 2 3 4 5 6 7 8 9 0 — 1 2 3 4 5 6 7 8 9 0

1/4 2/5 3/17 6/45 53/38 8/150 31/197 97/420

6 Point No. 120 — Per font $6 65

1 2 3 4 5 6 7 8 9 0 — 1 2 3 4 5 6 7 8 9 0

5/8 3/7 7/9 4/47 5/38 8/45 23/74 6/100 24/150 93/230 32/1234

7, 9 and 11 Point carried in stock only at Foundry

Superior and Inferior Fractions

12 Point — Per font $1 75

$25^{14}/_{25}$ 1234567890 1234567890 / $36^{28}/_{57}$

10 Point — Per font $2 10

$38^{50}/_{85}$ 1234567890 1234567890 / $20^{19}/_{26}$

8 Point — Per font $2 40

$35^{19}/_{47}$ 1234567890 1234567890 / $46^{21}/_{46}$

6 Point — Per font $3 05

$14^{35}/_{61}$ 1234567890 1234567890 / $35^{58}/_{64}$

7, 9 and 11 Point carried in stock only at Foundry

Self-Spacing Piece Fractions

These fonts are supplied with spaces and can be used with any type

12 Point Self-Spacing Oldstyle No. 26 — Per font $3 50

$12^{11}/_{32}$ 1234567890 1234567890 1234567890 1234567890 $49^{5}/_{16}$

11 Point Self-Spacing Oldstyle No. 25 — Per font $3 50

$24^{11}/_{32}$ 1234567890 1234567890 3/7 4/5 1234567890 1234567890 $18^{7}/_{16}$

10 Point Self-Spacing Oldstyle No. 24 — Per font $3 50

$90^{19}/_{32}$ 1234567890 1234567890 5/10 1/3 1234567890 1234567890 $94^{5}/_{16}$

9 Point Self-Spacing Oldstyle No. 28 — Per font $3 50

$73^{13}/_{32}$ 1234567890 1234567890 1/5 2/5 3/6 4/9 3/10 1234567890 1234567890 $37^{5}/_{16}$

8 Point Self-Spacing Oldstyle No. 22 — Per font $3 50

$24^{12}/_{55}$ 1234567890 1234567890 1/4 1/2 2/3 4/5 5/8 7/8 8/9 7/20 1234567890 1234567890 $56^{2}/_{16}$

6 Point Self-Spacing Oldstyle No. 27 — Per font $3 50

$42^{11}/_{32}$ 1234567890 1234567890 1/3 2/3 1/4 1/2 3/4 1/8 5/8 7/8 3/6 5/65 1234567890 1234567890 $33^{1}/_{16}$

12 Point Self-Spacing Roman No. 31½ — Per font $3 50

$60^{20}/_{32}$ 1234567890 1234567890 1234567890 1234567890 $14^{9}/_{16}$

11 Point Self-Spacing Roman No. 21½ — Per font $3 50

$45^{11}/_{32}$ 1234567890 1234567890 1234567890 1234567890 $21^{8}/_{16}$

10 Point Self-Spacing Roman No. 17½ — Per font $3 50

$72^{13}/_{32}$ 1234567890 1234567890 2/9 4/5 1234567890 1234567890 $36^{7}/_{16}$

9 Point Self-Spacing Roman No. 32½ — Per font $3 50

$32^{12}/_{32}$ 1234567890 1234567890 5/6 9/10 1234567890 1234567890 $23^{6}/_{16}$

8 Point Self-Spacing Roman No. 18½ — Per font $3 50

$19^{11}/_{32}$ 1234567890 1234567890 1/8 3/5 5/6 6/7 7/10 9/20 10/20 1234567890 1234567890 $84^{5}/_{16}$

7 Point Self-Spacing Roman No. 23½ — Per font $3 50

$39^{11}/_{16}$ 1234567890 1234567890 1/6 2/3 3/5 5/6 6/7 7/8 8/9 9/10 10/11 15/36 1234567890 1234567890 $93^{2}/_{16}$

6 Point Self-Spacing Roman No. 20½ — Per font $3 50

$20^{20}/_{32}$ 1234567890 1234567890 1/3 2/3 1/4 3/4 3/5 5/6 6/7 7/8 8/9 9/10 10/11 11/12 18/52 1234567890 1234567890 $40^{1}/_{16}$

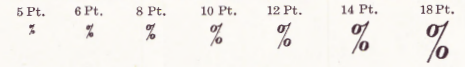
JOB FACE PER CENT MARKS

SERIES NO. 1, THIN

Font A

Containing 16 characters of each size — Per font $1 10

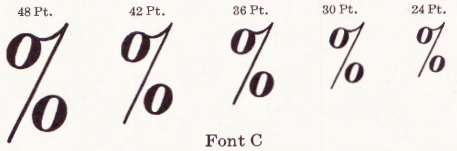
5 Pt. 6 Pt. 8 Pt. 10 Pt. 12 Pt. 14 Pt. 18 Pt.



Font B

Containing 5 characters of each size — Per font $1 10

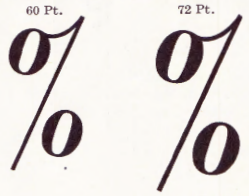
48 Pt. 42 Pt. 36 Pt. 30 Pt. 24 Pt.



Font C

Containing 3 characters of each size — Per font $0 70

60 Pt. 72 Pt.

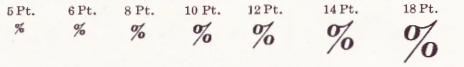


SERIES NO. 2, THICK

Font D

Containing 8 characters of each size — Per font $1 10

5 Pt. 6 Pt. 8 Pt. 10 Pt. 12 Pt. 14 Pt. 18 Pt.



Font E

Containing 3 characters of each size — Per font $1 10

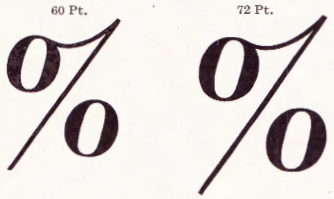
48 Pt. 42 Pt. 36 Pt. 30 Pt. 24 Pt.



Font F

Containing 2 characters of each size — Per font $0 70

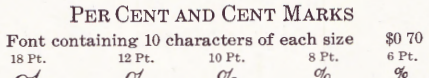
60 Pt. 72 Pt.



PER CENT AND CENT MARKS

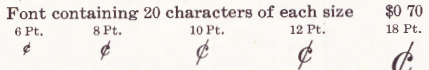
Font containing 10 characters of each size — $0 70

18 Pt. 12 Pt. 10 Pt. 8 Pt. 6 Pt.

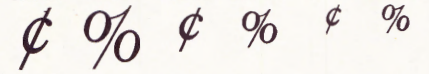


Font containing 20 characters of each size — $0 70

6 Pt. 8 Pt. 10 Pt. 12 Pt. 18 Pt.



No. 918 4 for 25c — No. 929 4 for 25c — No. 930 8 for 25c — No. 931 8 for 25c — No. 932 12 for 25c — No. 933 12 for 25c



Font containing 4 characters of each size — $0 70

48 Point 36 Point 24 Point



Font containing 2 characters of each size — $0 70

72 Point 60 Point



PIECE ACCENTS

12 Point No. 6 — Per font $1 80



12 Point — Per font $1 80



12 Point No. 2 — Per font $1 45



10 Point No. 2 — Per font $1 45



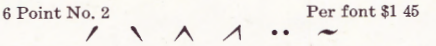
9 Point — Per font $1 60



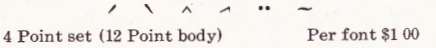
8 Point No. 2 — Per font $1 45



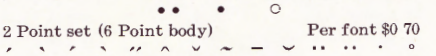
6 Point — Per font $1 45



6 Point No. 2 — Per font $1 45



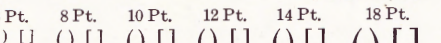
4½ Point No. 2 — Per font $1 45



4 Point set (12 Point body) — Per font $1 00



2 Point set (6 Point body) — Per font $0 70



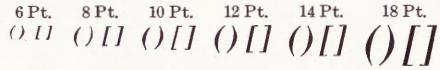
PARENTHESES AND BRACKETS

6 TO 18 POINT

BODONI

Per font $0 70

6 Pt. 8 Pt. 10 Pt. 12 Pt. 14 Pt. 18 Pt.



BODONI ITALIC

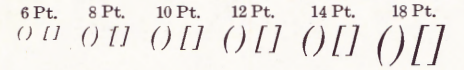
Per font $0 70

6 Pt. 8 Pt. 10 Pt. 12 Pt. 14 Pt. 18 Pt.

BODONI BOOK

Per font $0 70

6 Pt. 8 Pt. 10 Pt. 12 Pt. 14 Pt. 18 Pt.



BODONI BOOK ITALIC

Per font $0 70

6 Pt. 8 Pt. 10 Pt. 12 Pt. 14 Pt. 18 Pt.

Bodoni Quotation Marks

6 Pt. 8 Pt. 10 Pt. 12 Pt. 14 Pt.

18 Point 24 Point 30 Point

36 Point 42 Point

48 Point 60 Point

72 Point

Heavyface Quotation Marks

Series No. 2

6 Pt. 8 Pt. 10 Pt. 12 Pt. 14 Pt.

18 Point 24 Point 30 Point

36 Point 48 Point

60 Point

72 Point

Fonts of both Heavyface and Bodoni Quotation Marks contain the following number of each (right and left) of the different characters, the first figure representing the single quotes and the second figure representing the double quotes: 6 pt., 17–55; 8 pt., 15–45; 10 Pt., 13–41; 12 pt., 10–32; 14 pt., 8–25; 18 pt., 5–16; 24 pt., 4–13; 30 pt., 5–16; 36 pt., 3–12; 48 pt., 2–6; 60 pt., 2–4; 72 pt., 1–3.

Put up in separate fonts of each body. Sizes 6 Point to 24 Point inclusive, 40 cents per font; 30 Point to 72 Point, 70 cents per font.

Auxiliaries for New Caslon

48 Point — Per font $1 10

The above characters are also to be had in fonts in the following sizes:

14 Point..... Per font $0 70
24 Point..... Per font 70
30 Point..... Per font $0 70
36 Point..... Per font 1 10
42 Point..... Per font $1 10

18 Point — Per font $0 70

The above characters are also to be had in fonts in the following sizes:

6 Point..... Per font $0 70
8 Point..... Per font 70
10 Point..... Per font $0 70
12 Point..... Per font 70

Job Commercial Signs

12 Point — Per font $0 70

1 7 6 16 2

18 Point — Per font $0 70

1 2 4 8 3

30 Point — Per font $0 70

1 2 3

36 Point — Per font $0 70

1 2 3

Heavy Mathematical Signs

18 Point — Per font $0 70

1 2 3 4

5 6 7 8 9

The above characters are also to be had in fonts in the following sizes:

12 Point..Per font $0 70
14 Point..Per font 70
24 Point..Per font $1 10
36 Point..Per font 1 10

Arrows

For Advertising Purposes. Per font $1 45

10 11 12 13 14 15 16

5 9 6 7 8 4 2 3 1

RECIPE MARKS

1E 12 for 25c
2E 12 for 25c
4E 12 for 25c
8E 4 for 25c
9E 3 for 25c
10E 2 for 30c
7E 4 for 25c
6E 12 for 25c
5E 12 for 25c
3E 12 for 25c
11E 8 for 25c
12E 8 for 25c
15E 12 for 25c
14E 12 for 25c
13E 12 for 25c
2420F 4 for 25c
2412F 4 for 25c
2410F 2 for 30c
1999A 2 for 30c
12D 2 for 30c
2415F 2 for 30c
1991A 4 for 25c

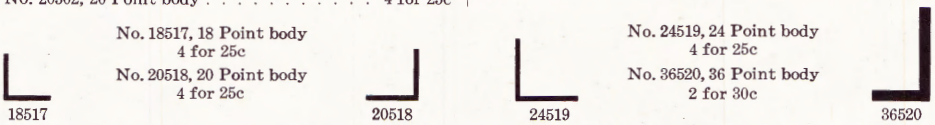
ELECTION TICKET SIGNS



12055 18055 18509 20502 30022 42502 42503

No. 12055, 12 Point body . . . . . 12 for 25c
No. 18055, 18 Point body . . . . . 4 for 25c
No. 18509, 18 Point body . . . . . 4 for 25c
No. 20502, 20 Point body . . . . . 4 for 25c

No. 30022, 30 Point body . . . . . 2 for 30c
No. 42502, 42 Point body . . . . . each 25c
No. 42503, 42 Point body . . . . . each 25c



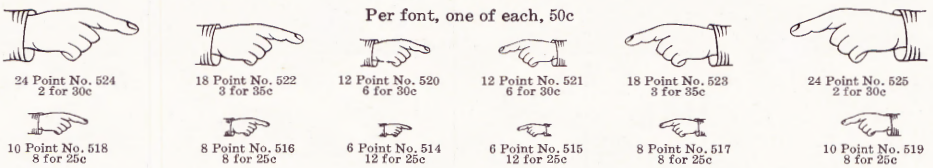
No. 18517, 18 Point body 4 for 25c
No. 20518, 20 Point body 4 for 25c
No. 24519, 24 Point body 4 for 25c
No. 36520, 36 Point body 2 for 30c

18517 20518 24519 36520

A circular showing Special Election Emblems used by various States will be furnished on request

CAST INDEX CUTS

Per font, one of each, 50c



24 Point No. 524 2 for 30c
18 Point No. 522 3 for 35c
12 Point No. 520 6 for 30c
12 Point No. 521 6 for 30c
18 Point No. 523 3 for 35c
24 Point No. 525 2 for 30c
10 Point No. 518 8 for 25c
8 Point No. 516 8 for 25c
6 Point No. 514 12 for 25c
6 Point No. 515 12 for 25c
8 Point No. 517 8 for 25c
10 Point No. 519 8 for 25c

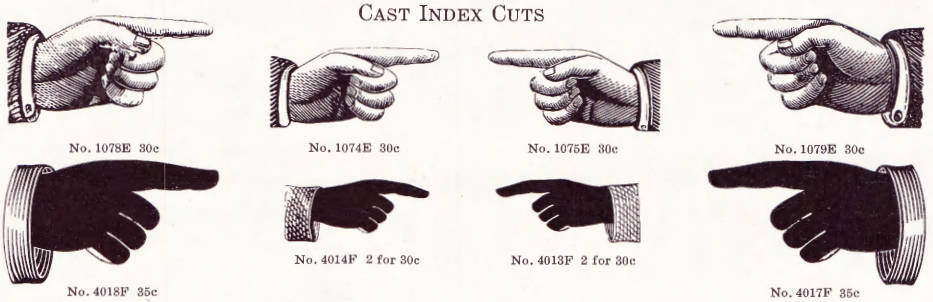
FONTED INDEX CUTS

Per font, one of each, 65c



No. 4011F 3 for 35c
No. 4010F 3 for 35c
No. 4008F 3 for 30c
No. 4007F 3 for 30c
No. 4009F 3 for 35c
No. 4012F 3 for 35c
No. 4006F 6 for 30c
No. 4003F 6 for 30c
No. 4001F 8 for 25c
No. 4002F 8 for 25c
No. 4004F 6 for 30c
No. 4005F 6 for 30c

CAST INDEX CUTS



No. 1078E 30c
No. 1074E 30c
No. 1075E 30c
No. 1079E 30c
No. 4014F 2 for 30c
No. 4013F 2 for 30c
No. 4018F 35c
No. 4017F 35c

TYPOGRAPHIC ACCESSORIES

CHESSMEN

16 Point — Per font $4 75



16 Point Chessmen makes board 11 2-3 ems square

24 Point Chessmen (board 17 ems square) Per font $6 45 — 20 Point Chessmen (board 14 1-3 ems square) Per font $6 45

(Prices include One Set of Brass Rules for Border)

CHECKERS

24 Point — Per font $4 75



24 Point Checkers makes board 17 ems square

20 Point — Per font $4 75



20 Point Checkers makes board 14 1-3 ems square

11 Point — Per font $3 00



11 Point Checkers makes board 8 1-3 ems square

16 Point — Per font $4 75

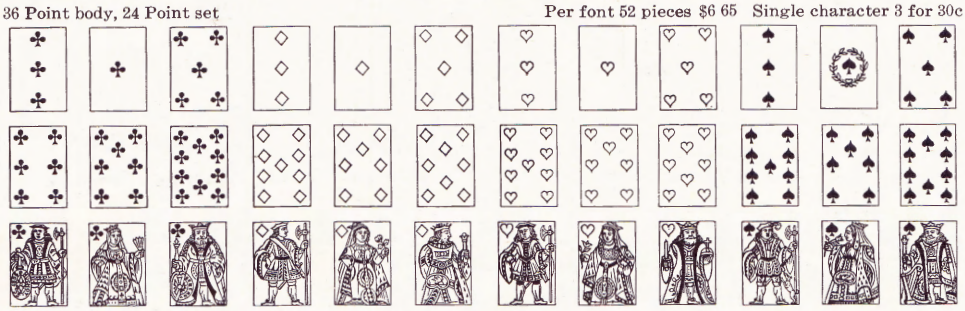


16 Point Checkers makes board 11 2-3 ems square

(Prices include One Set of Brass Rules for Border)

CARD PIPS, SERIES NO. 2

36 Point body, 24 Point set — Per font 52 pieces $6 65 — Single character 3 for 30c



CARD INDICATORS

SERIES NO. 1

No. 82½ 2 for 30c — No. 83½ 2 for 30c — No. 84½ 2 for 30c — No. 85½ 2 for 30c



Set of four 50c

No. 918E 25c — No. 919E 25c — No. 920E 25c — No. 921E 25c



Set of four 75c

SERIES NO. 2

24 Point — Per font $3 65



SERIES NO. 3

10 Pt. Per font $1 95
12 Pt. Per font $1 95



Cast to order on 10 Point or 12 Point body

SERIES NO. 4

3 ♠	A ♠	4 ♠	♣ 4
6 ♢	J ♢	K ♢	A ♢
7 ♢	9 ♢	2 ♢	Q ♢
♡ 9	♡ 10	5 ♢	10 ♢
♣ 2	♣ A	♣ 3	♣ 7
♡ 2	♣ J	♣ Q	♣ K
♡ 3	♡ 6	♡ A	♡ 4
2 ♠	♣ 5	K ♠	♡ 5
5 ♠	♣ 6	7 ♠	8 ♢
6 ♠	♣ 9	8 ♠	4 ♢
9 ♠	10 ♣	10 ♠	3 ♢
♡ Q	♡ K	J ♠	♣ 8
♡ 7	♡ 8	Q ♠	♡ J

6 Point No. 4 Per font $3 50

Complete for two hands with rules, leads and spaces

WHIST MARKERS

18 Point
Per lb. $0 90



Baseball Blanks

18 Point Baseball Blanks — Per font $1 10

Contains 72 type—all 18 Point set



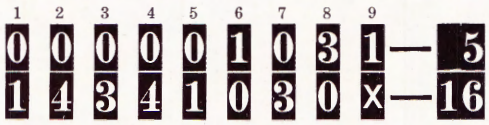
Also made in 12 Point — Per font $0 70

Contains 90 type—all 12 Point set

In order to save time in printing editions where forms are stereotyped, total runs may be stamped in the blanks by reversed dies.

Baseball Figures

18 Point Baseball Figures — Per font $2 20



Font contains 56 figure 1, 20 figure 2, 16 figure 3, 14 figure 4, 12 figure 5, 10 each figures 6, 7, 8, 9, and 120 figure 0, 6 character x, and 12 en blanks—all 9 Point set.

Also made in 12 Point — Per font $1 45

Font contains 66 figure 1, 24 figure 2, 20 figure 3, 18 figure 4, 16 figure 5, 10 each figures 6, 7, 8, 9, and 154 figure 0, 8 character x, and 16 en blanks—all 6 Point set.

Five-Pointed Black Stars



Each body from 5 Point to 12 Point is put up in font containing 50 type ..... Per font 70c each

No. 211F (14 Pt.) and No. 212F (18 Pt.) are put up in fonts each containing 30 type ..... Per font 70c each

Nos. 213F and 214F (24 Pt.) and No. 215F (30 Pt.) are put up in fonts each containing 15 type ..... Per font 70c each

Also made in 36, 48, 60 and 72 Point sizes

Five-Pointed Outline Stars



Each body from 8 to 18 Point is put up in font containing 50 type. Per font 70c each

Nos. 233F (24 Pt.), 234F (30 Pt.) and 235F (36 Pt.) are put up in fonts each containing 10 type. Font 70c each. Also made in 42, 48 and 60 Point.

Parentheses and Brackets for Job Faces



60 Point Extra Bold — 60 Point Bold — 60 Point Medium — 60 Point Light — 60 Point Italic

This series of Parentheses and Brackets is made in four weights in the roman and one weight in the italic, as indicated above. Each weight is put up in fonts. When ordering, give the series number.

Extra Bold—Series No. 44, contains only 54, 60 and 72 point right and left characters	$1 80
Extra Bold—Series No. 43, contains only 36, 42 and 48 point right and left characters	1 30
Extra Bold—Series No. 42, contains only 14, 18, 24 and 30 point right and left characters	1 10
Extra Bold—Series No. 41, contains only 5, 6, 8, 9, 10 and 12 point right and left characters	70
Bold—Series No. 34, contains only 54, 60 and 72 point right and left characters	1 80
Bold—Series No. 33, contains only 36, 42 and 48 point right and left characters	1 30
Bold—Series No. 32, contains only 14, 18, 24 and 30 point right and left characters	1 10
Bold—Series No. 31, contains only 5, 6, 8, 9, 10 and 12 point right and left characters	70
Medium—Series No. 24, contains only 54, 60 and 72 point right and left characters	1 80
Medium—Series No. 23, contains only 36, 42 and 48 point right and left characters	1 30
Medium—Series No. 22, contains only 14, 18, 24 and 30 point right and left characters	1 10
Medium—Series No. 21, contains only 5, 6, 8, 9, 10 and 12 point right and left characters	70
Light—Series No. 14, contains only 54, 60 and 72 point right and left characters	1 80
Light—Series No. 13, contains only 36, 42 and 48 point right and left characters	1 30
Light—Series No. 12, contains only 14, 18, 24 and 30 point right and left characters	1 10
Light—Series No. 11, contains only 5, 6, 8, 9, 10 and 12 point right and left characters	70
Italic—Series No. 53, contains only 36, 48 and 60 point right and left characters	1 60
Italic—Series No. 52, contains only 14, 18, 24 and 30 point right and left characters	1 15
Italic—Series No. 51, contains only 6, 8, 10 and 12 point right and left characters	70

TYPOGRAPHIC ACCESSORIES

TIME-TABLE FIGURES

5 Point No. 31 — Lightface / Both en set / Heavyface — 5 Point No. 32

10	10	0	Lv..... KANSAS CITY .....Ar	760	5	45
10	30	6	..... Kansas City Junc.....	754	5	25
10	45	11	.....Leeds.....	749	5	09
11	00	18	..... Dodson	742	4	56
11	19	25	..... Martin City	735	4	37
11	42	34	..... Stillwell.....	726	4	20
11	59	43	.....Chiles.....	717	3	53
12	08	45	.....Wagstaff.....	714	3	47
12	23	51	.....Cedar Springs.....	700	3	27

6 Point No. 31 — Lightface / Both en set / Heavyface — 6 Point No. 32

8	07	0	Lv....LOUISVILLE....Ar	273	5	42
8	27	6	..... New Albany	267	5	22
8	39	12	.....Edwardsville.....	261	5	07
9	00	21	..... Crandall	252	4	47
.....		22	..... Mott	251	.....	
9	06	23	... Corydon Junction ...	249	4	43
9	13	26	..... Ramseys	246	4	28
9	20	31	..... De Pauw	243	4	25
9	31	33	..... Milltown	239	4	20
9	52	42	..... Temple.....	238	4	32
10	00	45	.....English.....	227	3	55
10	12	48	..... Lamar	212	3	35

8 Point No. 31 — Lightface / Both en set / Heavyface — 8 Point No. 32

3	45		Lv..... ST. LOUIS .....Ar	11	48	
3	10		..... Alton	12	15	
2	45		..... Texas Junction	.....		
1	15		.....Clarksville.....	2	12	
12	55		..... Louisiana	2	32	
12	12		Ar.....Hannibal.....Lv	3	15	
10	49		Lv.....Hannibal.....Ar	3	55	
10	12		.....Palmyra.....	4	42	
9	49		..... Ely	4	59	
9	12		..... Lakenan	5	35	
8	46		..... Shelbina	5	46	
8	22		.....Macon.....	6	31	

Both series also furnished in 5½ point and 7 point to order

6 Point Ionic No. 522

Figures, 5 Point set

Can be cast on four-fifth body if desired

199	Lv. PERU	6 05pm
134	Lv. Portland.....	10 00pm
125	Lv. North Manchester ...	12 30pm
205	Lv. Auburn	1 06pm
413	Lv. Butler.....	1 08pm
239	Lv. Montpelier	1 09pm
399	Lv. Adrian	1 46pm
397	Lv. DETROIT	8 28pm
666	Lv. Windsor	9 54pm
644	Lv. Chatham.....	9 55pm

Can also be furnished in 5 point with 4 point set figures

6 Point Antique No. 525

Figures, 5 Point set

Can be cast on four-fifth body if desired

10 00pm	Ar.....Gevena.....Lv	4 00am
10 12pm	Ar.....DeKalb.....Lv	4 05am
10 22pm	Ar..... Dixon Lv	4 10am
2 45pm	Ar..... Boone Lv	4 21am
2 55pm	Ar.....Jefferson....Lv	4 50am
2 58pm	Ar. Cedar Rapids..Lv	4 55am
3 00pm	Ar....Columbus....Lv	5 45am
3 04pm	Ar..Grand Island..Lv	5 59am
3 10pm	Ar...Des Moines...Lv	10 22am
3 24pm	Ar. Missouri Junct.Lv	10 55am

Can also be furnished in 5½ point with 4 point set figures

6 Point Century Expanded. Figures en set

6 Point Clarendon Time-Table Figures, en set

AM	PM	LV	AR	PM	AM
8 40	6 30	BURLINGTON.....		10 45	8 15
8 58	.....	Latty.....		.....	.....
9 15	7 01	Mediapolis.....		10 14	7 40
9 31	7 15	MORNING SUN.....		9 55	7 25
9 48	7 30	Wadello.....		9 40	7 15
10 15	7 51	COLUMBUS JUNC.....		9 15	6 52
10 50	8 20	NICHOLS.....		9 46	6 25

TIME-TABLE LOGOTYPES

These logotypes are sold in quantities of one pound or more per character

Can be cast on any wider set

5 Point

5 Point set: AM 6 — PM 7 — AM 8 — PM 9 — LV 120 — AR 121

6 Point set: AM 11 — PM 12 — AM 13 — PM 14

6½ Point set: am 15 — pm 16

7 Point set: AM 17 — PM 18 — AR 19 — LV 20 — am 98 — pm 99

7½ Point set: am 122 — pm 123 — Lv 124 — Ar 125

10 Point set: AM 126 — PM 127 — Lv 128 — Ar 129

TIME-TABLE REFERENCES

2½ Point set: ¶ 1 — § 2 — † 3 — * 4 — ‡ 5

5 Point set: " 10

Can be cast on 5½ Point or 6 Point body or any wider set

5½ Point

5½ Point set: AM 26 — PM 27

TIME-TABLE REFERENCES

2¾ Point set: * 21 — † 22 — ‡ 23 — § 24 — ‖ 25

6 Point

6 Point set: AM 37 — PM 38 — am 39 — pm 40 — Lv 41 — Ar 42 — n't 43 — n'n 44 — a m 100 — p m 101 — n n 102 — n t 103 — AM 104 — PM 105

7½ Point set: am 45 — pm 46

8 Point set: AR 106 — Lv 107 — am 108 — pm 109 — am 110 — pm 111

9 Point set: A.M. 47 — P.M. 48 — AM 112 — PM 113

11 Point set: AM 49 — PM 50

12 Point set: am 51 — pm 52 — n'n 53 — n't 54 — AM 67 — PM 68

18 Point set: A.M. 55 — P.M. 56 — 1 Mile 130

36 Point set: AM 69 — PM 70

53 Point set: Stations. 131

TIME-TABLE REFERENCES

3 Point Set: * 28 — † 29 — ‡ 30 — § 31 — ‖ 32 — A M 33 — P M 34

5 Point set: " 35 — " 36

8 Point

4 Point set: a m 114 — p m 115

8 Point set: Ar 116 — Lv 117 — AM 118 — PM 119

12 Point set: AM 57 — PM 58

18 Point set: A.M. 59 — P.M. 60

48 Point set: STATIONS. 71

18 Point

32 Point set: DAILY EXCEPT SUNDAY 65 — DAILY EXCEPT MONDAY 66

SPECIAL LOGOTYPES

5½ Point

3 Point set: A 78 — C 79

8 Point set: AM 76 — PM 77

6 Point

6 Point set: AM 80 — PM 81 — Ar. 82 — Lv. 83

12 Point set: am 84 — pm 85 — A.M 86 — P.M 87

18 Point set: A. M. 88 — P. M. 89 — A.M. 90 — P.M. 91

8 Point

3 Point set: P M 134 — A M 148

4 Point set: P M 92 — A M 93

8 Point set: Lv. 94 — Ar. 95

10 Point set: A.M. 135 — P.M. 136 — A.M. 137 — P.M. 138

12 Point set: A.M. 96 — P.M. 97

14 Point set: M. 139 — A.M. 140 — P.M. 141

15 Point set: A.M. 142 — P.M. 143

21 Point set: M. 144 — A.M. 145 — P.M. 146

26 Point set: M. 147

12 Point

3 Point set: A M 148 — P M 149

12 Point set: Lv 132 — Ar 133

32 Point set: Ex. Sun. 74 — Daily. 75

DAILY 61 — SUNDAY ONLY 62

DAILY EX. SUN. 63 — DAILY EX. MON. 64

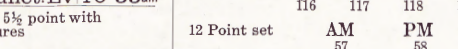
36 Point set: EXCEPT 72 — EXCEPT 73

CANCELED FIGURES

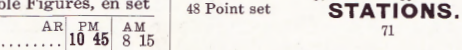
11 Point No. 40 — Per font $1 45



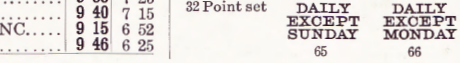
10 Point No. 40 — Per font $1 45



9 Point No. 40 — Per font $1 45



8 Point No. 40 — Per font $1 45



Priory Paragraph Marks

Font No. 11
(Containing 8, 10, 12, 14, 18, 24 and 30 Point sizes) $1 50
Font No. 12
(Containing 36, 42, 48, 60 and 72 Point sizes) $1 50



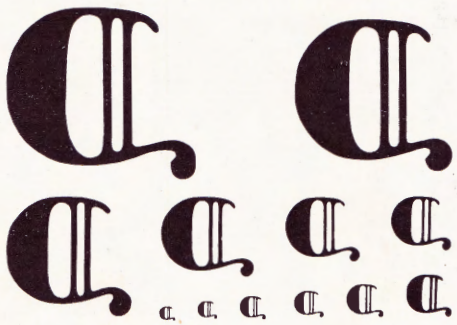
Priory Open Paragraph Marks

Font No. 13
(Containing 8, 10, 12, 14, 18, 24 and 30 Point sizes) $1 50
Font No. 14
(Containing 36, 42, 48, 60 and 72 Point sizes) $1 50



Caslon Text Paragraph Marks

Font No. 21
(Containing 6, 8, 10, 12, 14, 18, 24 and 30 Pt. sizes) $1 50
Font No. 22
(Containing 36, 48, 60 and 72 Point sizes) $1 50



Dorsey Paragraph Marks

Font No. 31
(Containing 6, 8, 10, 12, 14, 18, 24 and 30 Pt. sizes) $1 50
Font No. 32
(Containing 36, 48, 60 and 72 Point sizes) $1 50



Cheltenham Paragraph Marks

Font No. 4
(Containing 6, 8, 10, 12, 14, 18, 24 and 30 Pt. sizes) $1 50
Font No. 5
(Containing 36, 42, 48, 60 and 72 Point sizes) $1 50



Della Robbia Paragraph Marks

Font No. 9
(Containing 6, 8, 10, 12, 14, 18, 24 and 30 Pt. sizes) $1 50
Font No. 10
(Containing 36, 42, 48, 54, 60 and 72 Point sizes) $1 50



Bewick Paragraph Marks

Font No. 6
(Containing 6, 8, 10, 12, 18, 24 and 30 Point sizes) $1 50
Font No. 7
(Containing 36, 48, 60 and 72 Point sizes) $1 50



MINIATURE PERPETUAL CALENDAR LOGOTYPES

1927 CALENDAR 1927

JANUARY

S	M	T	W	T	F	S
--	--	--	--	--	--	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31	--	--	--	--	--

FEBRUARY

S	M	T	W	T	F	S
--	--	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	--	--	--	--	--
--	--	--	--	--	--	--

MARCH

S	M	T	W	T	F	S
--	--	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31	--	--

APRIL

S	M	T	W	T	F	S
--	--	--	--	--	1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

MAY

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31	--	--	--	--

JUNE

S	M	T	W	T	F	S
--	--	--	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	--	--

JULY

S	M	T	W	T	F	S
--	--	--	--	--	1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31	--	--	--	--	--	--

AUGUST

S	M	T	W	T	F	S
--	--	--	--	--	--	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31	--	--	--	--	--

SEPTEMBER

S	M	T	W	T	F	S
--	--	--	--	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	--
--	--	--	--	--	--	--

OCTOBER

S	M	T	W	T	F	S
--	--	--	--	--	--	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31	--	--	--	--	--

NOVEMBER

S	M	T	W	T	F	S
--	--	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	--	--	--

DECEMBER

S	M	T	W	T	F	S
--	--	--	--	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

American Type

Best in Any Case

CLELAND BORDER

MINIATURE
PERPETUAL
CALENDARS
Easy to Make Up

1929

JANUARY

S	M	T	W	T	F	S
--	--	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31	--	--

FEBRUARY

S	M	T	W	T	F	S
--	--	--	--	--	1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	--	--

MARCH

S	M	T	W	T	F	S
--	--	--	--	--	1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31	--	--	--	--	--	--

APRIL

S	M	T	W	T	F	S
--	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	--	--	--	--

MAY

S	M	T	W	T	F	S
--	--	--	--	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

JUNE

S	M	T	W	T	F	S
--	--	--	--	--	--	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	--	--	--	--	--	--

JULY

S	M	T	W	T	F	S
--	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31	--	--	--

AUGUST

S	M	T	W	T	F	S
--	--	--	--	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

SEPTEMBER

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	--	--	--	--	--

OCTOBER

S	M	T	W	T	F	S
--	--	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31	--	--

NOVEMBER

S	M	T	W	T	F	S
--	--	--	--	--	1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

DECEMBER

S	M	T	W	T	F	S
--	--	--	--	--	--	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31	--	--	--	--	--

American Type Founders Company

TEAGUE BORDER

1925 CALENDAR 1925

JANUARY

S	M	T	W	T	F	S
--	--	--	--	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

FEBRUARY

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
--	--	--	--	--	--	--

MARCH

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31	--	--	--	--

1925 MARCH 1925

Su	Mo	Tu	We	Th	Fr	Sa
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

APRIL

S	M	T	W	T	F	S
--	--	--	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	--	--
--	--	--	--	--	--	--

MAY

S	M	T	W	T	F	S
--	--	--	--	--	1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31	--	--	--	--	--	--

JUNE

S	M	T	W	T	F	S
--	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	--	--	--	--
--	--	--	--	--	--	--

JULY

S	M	T	W	T	F	S
--	--	--	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	--
--	--	--	--	--	--	--

AUGUST

S	M	T	W	T	F	S
--	--	--	--	--	--	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31	--	--	--	--	--

SEPTEMBER

S	M	T	W	T	F	S
--	--	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	--	--	--
--	--	--	--	--	--	--

OCTOBER

S	M	T	W	T	F	S
--	--	--	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	--
--	--	--	--	--	--	--

NOVEMBER

S	M	T	W	T	F	S
--	--	--	--	--	--	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	--	--	--	--	--	--

DECEMBER

S	M	T	W	T	F	S
--	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31	--	--	--

Miniature Perpetual Calendar Logotypes in combination with Cheltenham Perpetual Calendar No. 23

BROCHURE BORDER

MINIATURE PERPETUAL CALENDAR LOGOTYPES are shown complete on page 609. They will work in combination with brass rule, borders and decorative material

AMERICAN TYPE FOUNDERS COMPANY

Gives Printers the Correct Material to Work With

1926 CALENDAR 1926

JANUARY

S	M	T	W	T	F	S
--	--	--	--	--	1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31	--	--	--	--	--	--

FEBRUARY

S	M	T	W	T	F	S
--	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	--	--	--	--	--	--
--	--	--	--	--	--	--

MARCH

S	M	T	W	T	F	S
--	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31	--	--	--
--	--	--	--	--	--	--

APRIL

S	M	T	W	T	F	S
--	--	--	--	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	--
--	--	--	--	--	--	--

MAY

S	M	T	W	T	F	S
--	--	--	--	--	--	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31	--	--	--	--	--

JUNE

S	M	T	W	T	F	S
--	--	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	--	--	--
--	--	--	--	--	--	--

JULY

S	M	T	W	T	F	S
--	--	--	--	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31
--	--	--	--	--	--	--

AUGUST

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31	--	--	--	--
--	--	--	--	--	--	--

SEPTEMBER

S	M	T	W	T	F	S
--	--	--	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	--	--
--	--	--	--	--	--	--

OCTOBER

S	M	T	W	T	F	S
--	--	--	--	--	1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31	--	--	--	--	--	--

NOVEMBER

S	M	T	W	T	F	S
--	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	--	--	--	--
--	--	--	--	--	--	--

DECEMBER

S	M	T	W	T	F	S
--	--	--	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	--
--	--	--	--	--	--	--

BROCHURE BORDER

CHELTENHAM
PERPETUAL
CALENDARS

MADE in nine sizes, six to sixty point, in Cheltenham Bold and Cheltenham Bold Condensed. Fonts include brass rules for one month, one each of the date logotypes, seven blanks, one each of the day logotypes, and sufficient type, figures and spaces for every month in the year for twenty years. Perpetual Calendars carry the double date logotypes in all except the six and eight point sizes

1924 AUGUST 1924						
Su	Mo	Tu	We	Th	Fr	Sa
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24/31	25	26	27	28	29	30

ROMAN BORDER

Cheltenham Perpetual Calendars

12 Point Cheltenham
Perpetual Calendar No. 22
Price complete $2 00

1937 AUGUST 1937						
Su	Mo	Tu	We	Th	Fr	Sa
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

10 Point
Cheltenham Perpetual
Calendar No. 21
Price complete $1 75

1936 NOVEMBER 1936						
Su	Mo	Tu	We	Th	Fr	Sa
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

12 Point Cheltenham
Perpetual Calendar No. 12
Price complete $2 00

1930 DECEMBER 1930						
SUN	MON	TUE	WED	THU	FRI	SAT
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

Prices and Sizes of Cheltenham Perpetual Calendars

6 Point No. 9, complete	$1 25
6 Point No. 19, complete	1 25
8 Point No. 10, complete	1 50
8 Point No. 20, complete	1 50
10 Point No. 11, complete	1 75
10 Point No. 21, complete	1 75
12 Point No. 12, complete	2 00
12 Point No. 22, complete	2 00
18 Point No. 13, complete	2 75
18 Point No. 23, complete	2 75
24 Point No. 14, complete	3 25
24 Point No. 24, complete	3 00
36 Point No. 15, complete	5 75
36 Point No. 25, complete	5 00
48 Point No. 16, complete	9 50
48 Point No. 26, complete	7 50
60 Point No. 17, complete	12 00
60 Point No. 27, complete	10 50

Made for Yearly Calendars in the following sizes and sold without the Brass Rule Border and Extra Characters

6 Point No. 109, complete	$4 00
6 Point No. 119, complete	3 00
8 Point No. 110, complete	4 50
8 Point No. 120, complete	4 00
10 Point No. 111, complete	6 25
10 Point No. 121, complete	5 50
12 Point No. 112, complete	8 00
12 Point No. 122, complete	7 00

AMERICAN BORDER

8 Point
Cheltenham Perpetual
Calendar No. 20
Price complete $1 50

1932 JUNE 1932						
Su	Mo	Tu	We	Th	Fr	Sa
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

8 Point
Cheltenham Perpetual
Calendar No. 10
Price complete $1 50

1928 MARCH 1928						
Su	Mo	Tu	We	Th	Fr	Sa
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

10 Point
Cheltenham Perpetual
Calendar No. 11
Price complete $1 75

1932 OCTOBER 1932						
SUN	MON	TUE	WED	THU	FRI	SAT
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23/30	24/31	25	26	27	28	29

6 Point
Cheltenham
Perpetual
Calendar No. 19
Price
complete $1 25

1929 MAY 1929						
Su	Mo	Tu	We	Th	Fr	Sa
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

6 Point
Cheltenham
Perpetual
Calendar No. 9
Price complete $1 25

1931 APRIL 1931						
Su	Mo	Tu	We	Th	Fr	Sa
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

Yearly Calendar Fonts include only the logotypes from 1 to 31 with blanks and the logotypes for days of the week. Any suitable decorative material at hand may be used with the Calendar Figures

Cheltenham Perpetual Calendars carry the double date logotypes in all excepting the six and eight point sizes. Write to us for further information. Carried in stock and for sale at all of our Selling Houses

American Type Founders Co.

1928 SIX MONTH CALENDAR 1928

JANUARY						
Su	Mo	Tu	We	Th	Fr	Sa
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

FEBRUARY						
Su	Mo	Tu	We	Th	Fr	Sa
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29			

MARCH						
Su	Mo	Tu	We	Th	Fr	Sa
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

APRIL						
Su	Mo	Tu	We	Th	Fr	Sa
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

MAY						
Su	Mo	Tu	We	Th	Fr	Sa
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

JUNE						
Su	Mo	Tu	We	Th	Fr	Sa
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

Suggestion showing figures of 6 Point Perpetual Calendar No. 119

ROSA BORDER

36 Point Cheltenham Perpetual Calendar No. 15 Price complete $5 75

1926 OCTOBER 1926						
SUN	MON	TUE	WED	THU	FRI	SAT
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24/31	25	26	27	28	29	30

SUN
1
31
23/30

48 Point Cheltenham Perpetual Calendar No. 16 Price complete $9 50

1929 DECEMBER 1929						
SUN	MON	TUE	WED	THU	FRI	SAT
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

Cheltenham Perpetual Calendars will prove a source off profit to the enterprising job printer

60 Point Cheltenham Perpetual Calendar No. 27 Price complete $10 50

1942 SEPTEMBER 1942						
Su	Mo	Tu	We	Th	Fr	Sa
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

18 Point Cheltenham Perpetual Calendar No. 23 Price complete $2 75

1926 AUGUST 1926						
Su	Mo	Tu	We	Th	Fr	Sa
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

Su	3	10		24/31

18 Point Cheltenham Perpetual Calendar No. 13 Price complete $2 75

1932 JANUARY 1932						
SUN	MON	TUE	WED	THU	FRI	SAT
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24/31	25	26	27	28	29	30

SUN	MON
TUE	WED
1	2
11	29
30	24/31

These Calendars are perpetual and may be used year after year, with no extra expense, by simply rearranging the figures and the months

60 Point Cheltenham Perpetual Calendar No. 17 Price complete $12 00

1932 NOVEMBER 1932

SUN	MON	TUE	WED	THU	FRI	SAT
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

36 Point Cheltenham Perpetual Calendar No. 25 Price complete $5 00

1927 JANUARY 1927

Su	Mo	Tu	We	Th	Fr	Sa
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23/30	24/31	25	26	27	28	29

24 Point Cheltenham Perpetual Calendar No. 14
Price complete $3 25

MON

7

25

23/30

1929 MARCH 1929

SUN	MON	TUE	WED	THU	FRI	SAT
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24/31	25	26	27	28	29	30

24 Point Cheltenham Perpetual Calendar No. 24
Price complete $3 00

1930 OCTOBER 1930

Su	Mo	Tu	We	Th	Fr	Sa
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

1930 OCTOBER 1930

Su	Mo	Tu	We	Th	Fr	Sa
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

48 Point Cheltenham Perpetual Calendar No. 26 Price complete $7 50

ROMAN BORDER

Miniature Perpetual Calendar Logotypes

Per font $4 70

Font consists of figure logotypes (Example 1) for 28-day, 29-day, 30-day and 31-day months sufficient to set any two consecutive years. These logotypes are of two sizes, 20x42 points having five lines of figures, and 24x42 points having six lines of figures. A supply of dotted spacer lines (Example 2) is included to justify to a uniform size of 24x42 points wherever necessary. Font also includes day-of-week logotypes (Example 3) 12x42 points, combination month and day-of-week logotypes (Example 4) 12x42 points, month logotypes (Example 5) 6x10 points and six sets of figures (Example 6) 2½ point set, to use for years in one of the styles where the year is set next to the day-of-week logotypes.

Quarter Case No. 3075 has the proper arrangement of boxes to hold this font.

(Example 1)

(Example 2)

(Example 3)

(Example 4)

JAN to DEC
(Example 5)

1 to 0
(Example 6)

The Hampden Press

341 Arlington Square

1929 CALENDAR 1929

JANUARY						
S	M	T	W	T	F	S
--	--	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31	--	--
--	--	--	--	--	--	--

FEBRUARY						
S	M	T	W	T	F	S
--	--	--	--	--	1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	--	--
--	--	--	--	--	--	--

MARCH						
S	M	T	W	T	F	S
--	--	--	--	--	1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31	--	--	--	--	--	--

APRIL						
S	M	T	W	T	F	S
--	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	--	--	--	--
--	--	--	--	--	--	--

MAY						
S	M	T	W	T	F	S
--	--	--	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	--
--	--	--	--	--	--	--

JUNE						
S	M	T	W	T	F	S
--	--	--	--	--	--	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	--	--	--	--	--	--

JULY						
S	M	T	W	T	F	S
--	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31	--	--	--
--	--	--	--	--	--	--

AUGUST						
S	M	T	W	T	F	S
--	--	--	--	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31
--	--	--	--	--	--	--

SEPTEMBER						
S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	--	--	--	--	--

OCTOBER						
S	M	T	W	T	F	S
--	--	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31	--	--

NOVEMBER						
S	M	T	W	T	F	S
--	--	--	--	--	1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
--	--	--	--	--	--	--

DECEMBER						
S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31	--	--	--	--

1930 CALENDAR 1930

JANUARY						
S	M	T	W	T	F	S
--	--	--	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	--
--	--	--	--	--	--	--

FEBRUARY						
S	M	T	W	T	F	S
--	--	--	--	--	--	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	--
--	--	--	--	--	--	--

MARCH						
S	M	T	W	T	F	S
--	--	--	--	--	--	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31	--	--	--	--	--

APRIL						
S	M	T	W	T	F	S
--	--	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	--	--	--
--	--	--	--	--	--	--

MAY						
S	M	T	W	T	F	S
--	--	--	--	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31
--	--	--	--	--	--	--

JUNE						
S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	--	--	--	--	--
--	--	--	--	--	--	--

JULY						
S	M	T	W	T	F	S
--	--	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31	--	--
--	--	--	--	--	--	--

AUGUST						
S	M	T	W	T	F	S
--	--	--	--	--	1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31	--	--	--	--	--	--

SEPTEMBER						
S	M	T	W	T	F	S
--	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	--	--	--	--
--	--	--	--	--	--	--

OCTOBER						
S	M	T	W	T	F	S
--	--	--	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	--
--	--	--	--	--	--	--

NOVEMBER						
S	M	T	W	T	F	S
--	--	--	--	--	--	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	--	--	--	--	--	--

DECEMBER						
S	M	T	W	T	F	S
--	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31	--	--	--
--	--	--	--	--	--	--

BROCHURE BORDER

Miniature Perpetual Calendar Logotypes

(Other examples shown on page 602)

The increasing demand for small calendars in general advertising has prompted the introduction of these Miniature Perpetual Calendar Logotypes. These little time-savers are as easy to handle as ordinary quads. Nothing could be simpler. Each month of the year is cast complete in one logotype; headings also are cast in one logotype.

American Type Founders Company

Selling Houses Everywhere

ROMAN BORDER

International Mercantile Bank

Marion, Iowa

1934	SUN	MON	TUE	WED	THU	FRI	SAT
JAN	--	1	2	3	4	5	6
	7	8	9	10	11	12	13
	14	15	16	17	18	19	20
	21	22	23	24	25	26	27
	28	29	30	31	--	--	--
	--	--	--	--	--	--	--
FEB	--	--	--	--	1	2	3
	4	5	6	7	8	9	10
	11	12	13	14	15	16	17
	18	19	20	21	22	23	24
	25	26	27	28	--	--	--
	--	--	--	--	--	--	--
MAR	--	--	--	--	1	2	3
	4	5	6	7	8	9	10
	11	12	13	14	15	16	17
	18	19	20	21	22	23	24
	25	26	27	28	29	30	31
	--	--	--	--	--	--	--
APR	--	1	2	3	4	5	6
	7	8	9	10	11	12	13
	14	15	16	17	18	19	20
	21	22	23	24	25	26	27
	28	29	30	--	--	--	--
	--	--	--	--	--	--	--
MAY	--	--	--	1	2	3	4
	5	6	7	8	9	10	11
	12	13	14	15	16	17	18
	19	20	21	22	23	24	25
	26	27	28	29	30	31	--
	--	--	--	--	--	--	--
JUN	--	--	--	--	--	1	2
	3	4	5	6	7	8	9
	10	11	12	13	14	15	16
	17	18	19	20	21	22	23
	24	25	26	27	28	29	30
	--	--	--	--	--	--	--

1934	SUN	MON	TUE	WED	THU	FRI	SAT
JUL	1	2	3	4	5	6	7
	8	9	10	11	12	13	14
	15	16	17	18	19	20	21
	22	23	24	25	26	27	28
	29	30	31	--	--	--	--
	--	--	--	--	--	--	--
AUG	--	--	--	1	2	3	4
	5	6	7	8	9	10	11
	12	13	14	15	16	17	18
	19	20	21	22	23	24	25
	26	27	28	29	30	31	--
	--	--	--	--	--	--	--
SEP	--	--	--	--	--	--	1
	2	3	4	5	6	7	8
	9	10	11	12	13	14	15
	16	17	18	19	20	21	22
	23	24	25	26	27	28	29
	30	--	--	--	--	--	--
OCT	--	1	2	3	4	5	6
	7	8	9	10	11	12	13
	14	15	16	17	18	19	20
	21	22	23	24	25	26	27
	28	29	30	31	--	--	--
	--	--	--	--	--	--	--
NOV	--	--	--	--	1	2	3
	4	5	6	7	8	9	10
	11	12	13	14	15	16	17
	18	19	20	21	22	23	24
	25	26	27	28	29	30	--
	--	--	--	--	--	--	--
DEC	--	--	--	--	--	--	1
	2	3	4	5	6	7	8
	9	10	11	12	13	14	15
	16	17	18	19	20	21	22
	23	24	25	26	27	28	29
	30	31	--	--	--	--	--

TEAGUE BORDERS

An Example

of the striking effect which may be obtained with

Cheltenham Perpetual Calendars

when used in combination with suitable Decorative Material

JANUARY

Su	Mo	Tu	We	Th	Fr	Sa
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

FEBRUARY

Su	Mo	Tu	We	Th	Fr	Sa
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28

MARCH

Su	Mo	Tu	We	Th	Fr	Sa
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

APRIL

Su	Mo	Tu	We	Th	Fr	Sa
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

MAY

Su	Mo	Tu	We	Th	Fr	Sa
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24/31	25	26	27	28	29	30

JUNE

Su	Mo	Tu	We	Th	Fr	Sa
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

JULY

Su	Mo	Tu	We	Th	Fr	Sa
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

AUGUST

Su	Mo	Tu	We	Th	Fr	Sa
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23/30	24/31	25	26	27	28	29

SEPTEMBER

Su	Mo	Tu	We	Th	Fr	Sa
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

OCTOBER

Su	Mo	Tu	We	Th	Fr	Sa
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

NOVEMBER

Su	Mo	Tu	We	Th	Fr	Sa
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

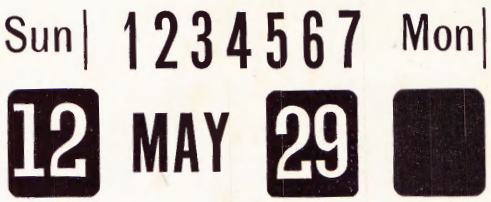
DECEMBER

Su	Mo	Tu	We	Th	Fr	Sa
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

PARAMOUNT BORDER BROCHURE BORDERS ADAM ORNAMENTS



SECTIONAL CALENDAR No. 5
Price $3 50

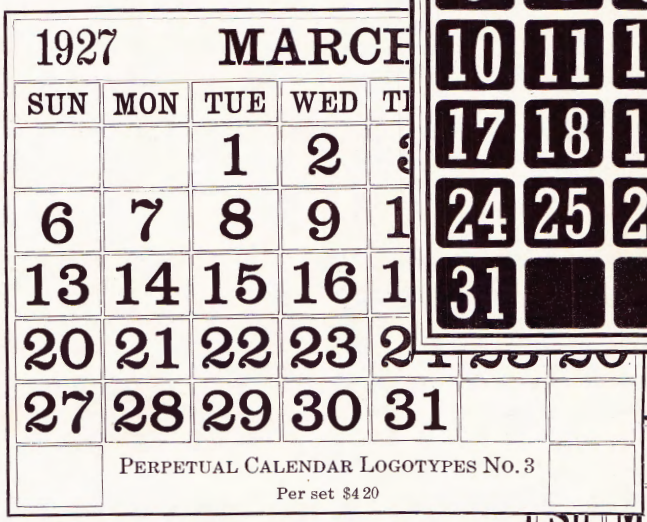


SECTIONAL CALENDAR No. 8
Price $5 45

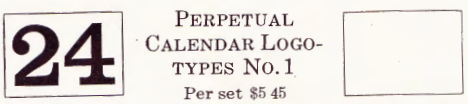
Sectional Calendar Figures are frequently used for baseball scores, and are sold separately at pound prices



SECTIONAL CALENDAR No. 6
Price $4 20



PERPETUAL CALENDAR LOGOTYPES No. 3
Per set $4 20



PERPETUAL CALENDAR LOGOTYPES No. 1
Per set $5 45



Larger size of Series No. 3

PERPETUAL CALENDAR LOGOTYPES No. 2
Per set $4 85



Larger size of Series No. 4



PERPETUAL CALENDAR LOGOTYPES No. 4
Per set $3 50

Each set of Perpetual Calendar Logotypes includes fifty-two logotypes, rules and fonts for month and year; can be used for any month in any year

TYPOGRAPHIC ACCESSORIES

ADVERTISING FIGURES

SERIES NO. 5

12 Point No. 5, 5 lb. fonts
16 Point No. 5, 5 lb. fonts
20 Point No. 5, 5 lb. fonts
24 Point No. 5, 5 lb. fonts
30 Point No. 5, 5 lb. fonts

36 Point No. 5, 5 lb. fonts
42 Point No. 5, 5 lb. fonts
54 Point No. 5, 5 lb. fonts
60 Point No. 5, 5 lb. fonts



Each Font of Series No. 5 contains the following characters:



SERIES NO. 6

12 Point No. 6, 5 lb. fonts
16 Point No. 6, 5 lb. fonts
20 Point No. 6, 5 lb. fonts
24 Point No. 6, 5 lb. fonts
30 Point No. 6, 5 lb. fonts

36 Point No. 6, 5 lb. fonts
42 Point No. 6, 5 lb. fonts
54 Point No. 6, 5 lb. fonts
60 Point No. 6, 5 lb. fonts



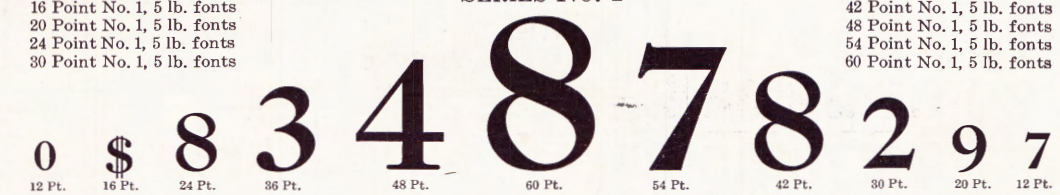
Each Font of Series No. 6 contains the following characters:



SERIES NO. 1

12 Point No. 1, 5 lb. fonts
16 Point No. 1, 5 lb. fonts
20 Point No. 1, 5 lb. fonts
24 Point No. 1, 5 lb. fonts
30 Point No. 1, 5 lb. fonts

36 Point No. 1, 5 lb. fonts
42 Point No. 1, 5 lb. fonts
48 Point No. 1, 5 lb. fonts
54 Point No. 1, 5 lb. fonts
60 Point No. 1, 5 lb. fonts



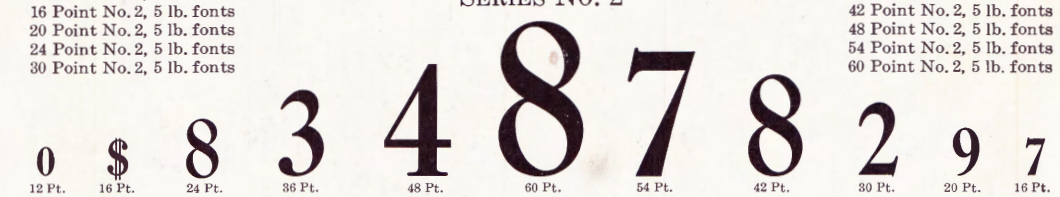
Each Font of Series No. 1 contains the following characters:



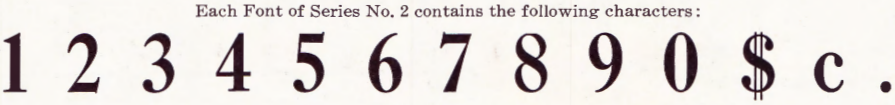
SERIES NO. 2

12 Point No. 2, 5 lb. fonts
16 Point No. 2, 5 lb. fonts
20 Point No. 2, 5 lb. fonts
24 Point No. 2, 5 lb. fonts
30 Point No. 2, 5 lb. fonts

36 Point No. 2, 5 lb. fonts
42 Point No. 2, 5 lb. fonts
48 Point No. 2, 5 lb. fonts
54 Point No. 2, 5 lb. fonts
60 Point No. 2, 5 lb. fonts



Each Font of Series No. 2 contains the following characters:



TYPOGRAPHIC ACCESSORIES

ADVERTISING FIGURES

SERIES NO. 60

12 Point No. 60, 5 lb. fonts
16 Point No. 60, 5 lb. fonts
18 Point No. 60, 5 lb. fonts
20 Point No. 60, 5 lb. fonts
24 Point No. 60, 5 lb. fonts
30 Point No. 60, 5 lb. fonts

36 Point No. 60, 5 lb. fonts
42 Point No. 60, 5 lb. fonts
48 Point No. 60, 5 lb. fonts
54 Point No. 60, 5 lb. fonts
60 Point No. 60, 5 lb. fonts



Each Font of Series No. 60 contains the following characters:



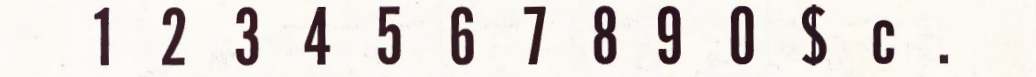
SERIES NO. 52

12 Point No. 52, 5 lb. fonts
16 Point No. 52, 5 lb. fonts
18 Point No. 52, 5 lb. fonts
20 Point No. 52, 5 lb. fonts
24 Point No. 52, 5 lb. fonts

30 Point No. 52, 5 lb. fonts
36 Point No. 52, 5 lb. fonts
48 Point No. 52, 5 lb. fonts
60 Point No. 52, 5 lb. fonts



Each Font of Series No. 52 contains the following characters:



SERIES NO. 71

12 Point No. 71, 5 lb. fonts
16 Point No. 71, 5 lb. fonts
20 Point No. 71, 5 lb. fonts
24 Point No. 71, 5 lb. fonts
30 Point No. 71, 5 lb. fonts

36 Point No. 71, 5 lb. fonts
42 Point No. 71, 5 lb. fonts
54 Point No. 71, 5 lb. fonts
60 Point No. 71, 5 lb. fonts



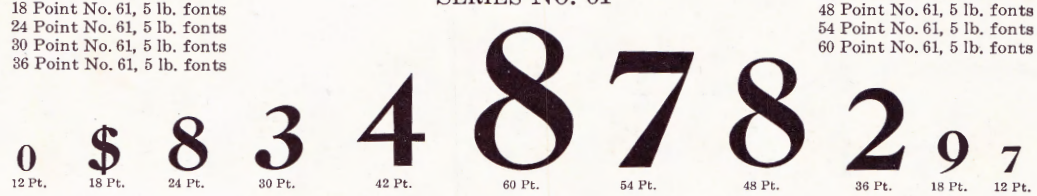
Each Font of Series No. 71 contains the following characters:



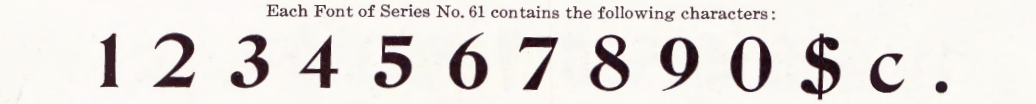
SERIES NO. 61

12 Point No. 61, 5 lb. fonts
18 Point No. 61, 5 lb. fonts
24 Point No. 61, 5 lb. fonts
30 Point No. 61, 5 lb. fonts
36 Point No. 61, 5 lb. fonts

42 Point No. 61, 5 lb. fonts
48 Point No. 61, 5 lb. fonts
54 Point No. 61, 5 lb. fonts
60 Point No. 61, 5 lb. fonts



Each Font of Series No. 61 contains the following characters:



TYPOGRAPHIC ACCESSORIES

ADVERTISING FIGURES

SERIES NO. 69

12 Point No. 69, 5 lb. fonts
16 Point No. 69, 5 lb. fonts
18 Point No. 69, 5 lb. fonts
24 Point No. 69, 5 lb. fonts
30 Point No. 69, 5 lb. fonts

36 Point No. 69, 5 lb. fonts
42 Point No. 69, 5 lb. fonts
54 Point No. 69, 5 lb. fonts
60 Point No. 69, 5 lb. fonts
72 Point No. 69, 10 lb. fonts



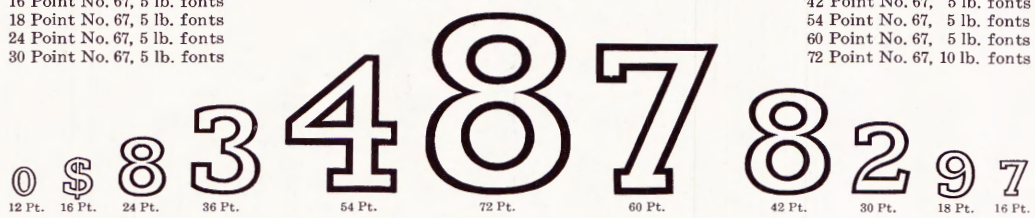
Each Font of Series No. 69 contains the following characters:

1 2 3 4 5 6 7 8 9 0 $ c .

SERIES NO. 67

12 Point No. 67, 5 lb. fonts
16 Point No. 67, 5 lb. fonts
18 Point No. 67, 5 lb. fonts
24 Point No. 67, 5 lb. fonts
30 Point No. 67, 5 lb. fonts

36 Point No. 67, 5 lb. fonts
42 Point No. 67, 5 lb. fonts
54 Point No. 67, 5 lb. fonts
60 Point No. 67, 5 lb. fonts
72 Point No. 67, 10 lb. fonts



Each Font of Series No. 67 contains the following characters:

1 2 3 4 5 6 7 8 9 0 $ c .

SERIES NO. 53

12 Point No. 53, 5 lb. fonts
16 Point No. 53, 5 lb. fonts
18 Point No. 53, 5 lb. fonts
20 Point No. 53, 5 lb. fonts
24 Point No. 53, 5 lb. fonts

30 Point No. 53, 5 lb. fonts
36 Point No. 53, 5 lb. fonts
42 Point No. 53, 5 lb. fonts
48 Point No. 53, 5 lb. fonts
60 Point No. 53, 5 lb. fonts



Each Font of Series No. 53 contains the following characters:

1 2 3 4 5 6 7 8 9 0 $ c .

SERIES NO. 54

12 Point No. 54, 5 lb. fonts
16 Point No. 54, 5 lb. fonts
18 Point No. 54, 5 lb. fonts
20 Point No. 54, 5 lb. fonts
24 Point No. 54, 5 lb. fonts

30 Point No. 54, 5 lb. fonts
36 Point No. 54, 5 lb. fonts
42 Point No. 54, 5 lb. fonts
48 Point No. 54, 5 lb. fonts
60 Point No. 54, 5 lb. fonts



Each Font of Series No. 54 contains the following characters:

1 2 3 4 5 6 7 8 9 0 $ c .

TYPOGRAPHIC ACCESSORIES

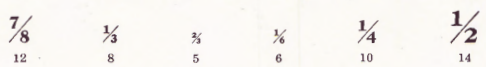
New Caslon Fractions No. 2

5 Point, per font $0 75
6 Point, per font 85
8 Point, per font 85
10 Point, per font 85
12 Point, per font 95

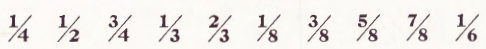
14 Point, per font $0 95
18 Point, per font 95

24 Point, per font $0 95
30 Point, per font 1 15
36 Point, per font 1 45
42 Point, per font 1 60
48 Point, per font 1 80





Characters in Complete Font

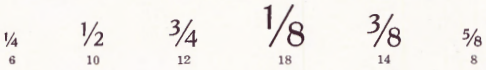


Cheltenham Fractions

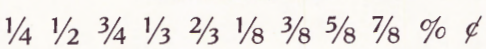
6 Point, per font $0 85
8 Point, per font 85

10 Point, per font $0 85
12 Point, per font 95

14 Point, per font $0 95
18 Point, per font 95



Characters in Complete Font

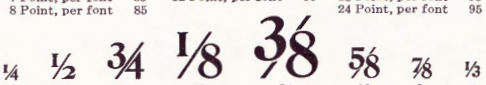


DeVinne Fractions

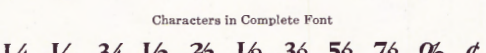
6 Point, per font $0 85
7 Point, per font 85
8 Point, per font 85

10 Point, per font $0 85
12 Point, per font 95

14 Point, per font $0 95
18 Point, per font 95
24 Point, per font 95



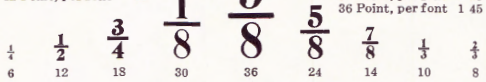
Characters in Complete Font



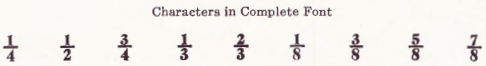
DeVinne Condensed Fractions

6 Point, per font $0 85
8 Point, per font 85
10 Point, per font 85
12 Point, per font 95

14 Point, per font $0 95
18 Point, per font 95
24 Point, per font 95
30 Point, per font 1 15
36 Point, per font 1 45



Characters in Complete Font



Boldface Fractions

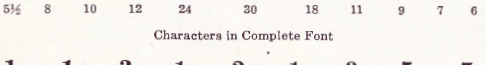
5½ Point, per font $0 75
6 Point, per font 85
7 Point, per font 85
8 Point, per font 85

9 Point, per font $0 85
10 Point, per font 85
11 Point, per font 90

12 Point, per font $0 95
18 Point, per font 95
24 Point, per font 95
30 Point, per font 1 15



Characters in Complete Font

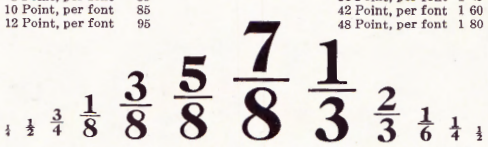


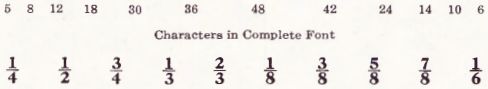
New Caslon Fractions No. 1

5 Point, per font $0 75
6 Point, per font 85
8 Point, per font 85
10 Point, per font 85
12 Point, per font 95

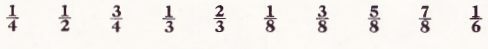
14 Point, per font $0 95
18 Point, per font 95

24 Point, per font $0 95
30 Point, per font 1 15
36 Point, per font 1 45
42 Point, per font 1 60
48 Point, per font 1 80





Characters in Complete Font

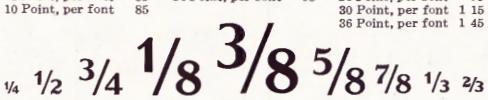


Globe Gothic Fractions

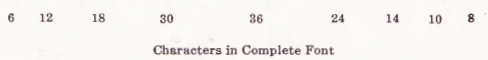
6 Point, per font $0 85
8 Point, per font 85
10 Point, per font 85

12 Point, per font $0 95
14 Point, per font 95

18 Point, per font $0 95
24 Point, per font 95
30 Point, per font 1 15
36 Point, per font 1 45



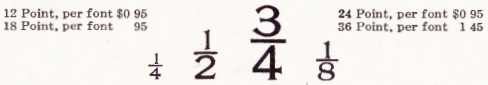
Characters in Complete Font



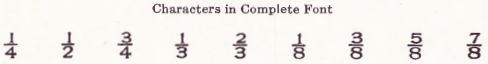
Latin Antique Fractions

12 Point, per font $0 95
18 Point, per font 95

24 Point, per font $0 95
36 Point, per font 1 45



Characters in Complete Font



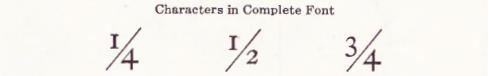
Oldstyle Fractions

18 Point, per font $0 95
20 Point, per font 95

24 Point, per font $0 95
30 Point, per font 1 15
42 Point, per font 1 60



Characters in Complete Font



Gothic Fractions No. 8

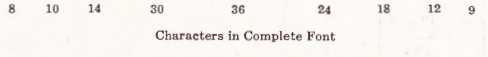
8 Point, per font $0 85
9 Point, per font 85
10 Point, per font 85

12 Point, per font $0 95
14 Point, per font 95

18 Point, per font $0 95
24 Point, per font 95
30 Point, per font 1 15
36 Point, per font 1 45



Characters in Complete Font



Figures under characters indicate point sizes of type

TYPOGRAPHIC ACCESSORIES

Cloister Oldstyle Fractions

6 Point — Per font $0 85

1/4 1/2 3/4 1/3 2/3 1/8 3/8 5/8 7/8 %

8 Point — Per font $0 85

1/4 1/2 3/4 1/3 2/3 1/8 3/8 5/8 7/8 %

10 Point — Per font $0 85

1/4 1/2 3/4 1/3 2/3 1/8 3/8 5/8 7/8 %

12 Point — Per font $0 95

1/4 1/2 3/4 1/3 2/3 1/8 3/8 5/8 7/8 %

14 Point — Per font $0 95

1/4 1/2 3/4 1/3 2/3 1/8 3/8 5/8 7/8 %

18 Point — Per font $0 95

1/4 1/2 3/4 1/3 2/3 1/8 3/8 5/8 7/8 %

Bodoni Fractions

6 Point — Per font $0 85

1/4 1/2 3/4 1/3 2/3 1/8 3/8 5/8 7/8

8 Point — Per font $0 85

1/4 1/2 3/4 1/3 2/3 1/8 3/8 5/8 7/8

10 Point — Per font $0 85

1/4 1/2 3/4 1/3 2/3 1/8 3/8 5/8 7/8

12 Point — Per font $0 95

1/4 1/2 3/4 1/3 2/3 1/8 3/8 5/8 7/8

14 Point — Per font $0 95

1/4 1/2 3/4 1/3 2/3 1/8 3/8 5/8 7/8

18 Point — Per font $0 95

1/4 1/2 3/4 1/3 2/3 1/8 3/8 5/8 7/8

Bodoni Book Fractions

6 Point — One pound fonts

1/4 1/2 3/4 1/3 2/3 1/8 3/8 5/8 7/8

8 Point — One pound fonts

1/4 1/2 3/4 1/3 2/3 1/8 3/8 5/8 7/8

10 Point — One pound fonts

1/4 1/2 3/4 1/3 2/3 1/8 3/8 5/8 7/8

12 Point — One pound fonts

1/4 1/2 3/4 1/3 2/3 1/8 3/8 5/8 7/8

14 Point — One pound fonts

1/4 1/2 3/4 1/3 2/3 1/8 3/8 5/8 7/8

18 Point — One pound fonts

1/4 1/2 3/4 1/3 2/3 1/8 3/8 5/8 7/8

Venetian Fractions

6 Point — One pound fonts

1/4 1/2 3/4 1/3 2/3 1/8 3/8 5/8 7/8 1/6 5/6

8 Point — One pound fonts

1/4 1/2 3/4 1/3 2/3 1/8 3/8 5/8 7/8 1/6 5/6

9 Point — One pound fonts

1/4 1/2 3/4 1/3 2/3 1/8 3/8 5/8 7/8 1/6 5/6

10 Point — One pound fonts

1/4 1/2 3/4 1/3 2/3 1/8 3/8 5/8 7/8 1/6 5/6

11 Point — One pound fonts

1/4 1/2 3/4 1/3 2/3 1/8 3/8 5/8 7/8 1/6 5/6

12 Point — One pound fonts

1/4 1/2 3/4 1/3 2/3 1/8 3/8 5/8 7/8 1/6 5/6

14 Point — One pound fonts

1/4 1/2 3/4 1/3 2/3 1/8 3/8 5/8 7/8 1/6 5/6

18 Point — One pound fonts

1/4 1/2 3/4 1/3 2/3 1/8 3/8 5/8 7/8 1/6 5/6

Typewriter Fractions

American Typewriter Fractions

6 Point — Per font $0 85

1/4 1/2 3/4 1/8 3/8 5/8 7/8

Reproducing Typewriter Fractions

6 Point — Per font $0 85

1/4 1/2 3/4 1/3 2/3 1/8 3/8 5/8 7/8

New Model Elite Remington Typewriter Fractions

10 Point — Per font $0 85

1/4 1/2 3/4 1/8 3/8 5/8 7/8

New Model Underwood Typewriter Fractions

12 Point — Per font $0 95

1/4 1/2 3/4 1/8 3/8 5/8 7/8

Standard Typewriter Fractions

12 Point — Per font $0 95

1/4 1/2 3/4 1/3 2/3 1/8 3/8 5/8 7/8

New Model Remington Fractions

12 Point — Per font $0 95

1/4 1/2 3/4 1/8 3/8 5/8 7/8

Silk Remington Typewriter Fractions

12 Point — Per font $0 95

1/4 1/2 3/4 1/8 3/8 5/8 7/8

Oliver Typewriter Fractions

12 Point — Per font $0 95

1/4 1/2 3/4 1/8 3/8 5/8 7/8

CUT-COST FRACTIONS NO. 1

PATENTED APRIL 19, 1921

6 Point, per font . . . $3 20
8 Point, per font . . . 3 80

Cut-Cost Fractions No. 1 are so made that two en-set fractions can be placed together to make fractions in 16ths, 32ds and 64ths.

Thus: $\frac{1}{8}$ and $\frac{1}{2}$ placed together make $\frac{1}{32}$

The following commonly used characters are furnished: $\frac{1}{4}$ $\frac{1}{2}$ $\frac{3}{4}$ $\frac{1}{8}$ $\frac{3}{8}$ $\frac{5}{8}$ $\frac{7}{8}$ $\frac{1}{3}$ $\frac{2}{3}$ $\frac{1}{6}$ $\frac{5}{6}$

Special characters used for 16ths, 32ds and 64ths are:

Numerators: 1 3 5 7 9

Denominators: 16 32 64

Making $\frac{1}{16}$ $\frac{3}{16}$ $\frac{5}{16}$ $\frac{7}{16}$ $\frac{9}{16}$ $\frac{1}{32}$ $\frac{3}{32}$ $\frac{5}{32}$ $\frac{7}{32}$ $\frac{9}{32}$ $\frac{1}{64}$ $\frac{3}{64}$ $\frac{5}{64}$ $\frac{7}{64}$ $\frac{9}{64}$

The following characters on en set are used together to make 16ths, 32ds and 64ths when numerator is 11 or larger:

For 16ths:

Combine $\frac{1}{16}$ with $\frac{1}{16}$ $\frac{3}{16}$ $\frac{5}{16}$ for $\frac{11}{16}$ $\frac{13}{16}$ $\frac{15}{16}$

For 32ds:

Combine $\frac{1}{32}$ with $\frac{1}{32}$ $\frac{3}{32}$ $\frac{5}{32}$ $\frac{7}{32}$ $\frac{9}{32}$ to make $\frac{11}{32}$ $\frac{13}{32}$ $\frac{15}{32}$ $\frac{17}{32}$ $\frac{19}{32}$
Combine $\frac{3}{32}$ with $\frac{1}{32}$ $\frac{3}{32}$ $\frac{5}{32}$ $\frac{7}{32}$ $\frac{9}{32}$ to make $\frac{21}{32}$ $\frac{23}{32}$ $\frac{25}{32}$ $\frac{27}{32}$ $\frac{29}{32}$
Combine $\frac{5}{32}$ with $\frac{1}{2}$ to make $\frac{21}{32}$

For 64ths:

Combine $\frac{1}{64}$ with $\frac{1}{64}$ $\frac{3}{64}$ $\frac{5}{64}$ $\frac{7}{64}$ $\frac{9}{64}$ to make $\frac{11}{64}$ $\frac{13}{64}$ $\frac{15}{64}$ $\frac{17}{64}$ $\frac{19}{64}$
Combine $\frac{3}{64}$ with $\frac{1}{64}$ $\frac{3}{64}$ $\frac{5}{64}$ $\frac{7}{64}$ $\frac{9}{64}$ to make $\frac{21}{64}$ $\frac{23}{64}$ $\frac{25}{64}$ $\frac{27}{64}$ $\frac{29}{64}$
Combine $\frac{5}{64}$ with $\frac{1}{64}$ $\frac{3}{64}$ $\frac{5}{64}$ $\frac{7}{64}$ $\frac{9}{64}$ to make $\frac{31}{64}$ $\frac{33}{64}$ $\frac{35}{64}$ $\frac{37}{64}$ $\frac{39}{64}$
Combine $\frac{7}{64}$ $\frac{9}{64}$ and $\frac{9}{64}$ with $\frac{1}{64}$ $\frac{3}{64}$ $\frac{5}{64}$ $\frac{7}{64}$ $\frac{9}{64}$ to make the rest of the "odd" 64ths: $\frac{41}{64}$ to $\frac{49}{64} - \frac{57}{64}$ to $\frac{63}{64} - \frac{61}{64}$ and $\frac{63}{64}$

The complete list of fractions that can be made with a font of Cut-Cost Fractions No. 1 are $\frac{1}{8}$ $\frac{1}{2}$ $\frac{3}{8}$ $\frac{5}{8}$ and complete 8ths, 16ths, 32ds and 64ths, as follows:

$\frac{1}{64}$	$\frac{1}{32}$	$\frac{3}{64}$	$\frac{1}{16}$	$\frac{5}{64}$	$\frac{3}{32}$	$\frac{7}{64}$	$\frac{1}{8}$
$\frac{9}{64}$	$\frac{5}{32}$	$\frac{11}{64}$	$\frac{3}{16}$	$\frac{13}{64}$	$\frac{7}{32}$	$\frac{15}{64}$	$\frac{1}{4}$
$\frac{17}{64}$	$\frac{9}{32}$	$\frac{19}{64}$	$\frac{5}{16}$	$\frac{21}{64}$	$\frac{11}{32}$	$\frac{23}{64}$	$\frac{3}{8}$
$\frac{25}{64}$	$\frac{13}{32}$	$\frac{27}{64}$	$\frac{7}{16}$	$\frac{29}{64}$	$\frac{15}{32}$	$\frac{31}{64}$	$\frac{1}{2}$
$\frac{33}{64}$	$\frac{17}{32}$	$\frac{35}{64}$	$\frac{9}{16}$	$\frac{37}{64}$	$\frac{19}{32}$	$\frac{39}{64}$	$\frac{5}{8}$
$\frac{41}{64}$	$\frac{21}{32}$	$\frac{43}{64}$	$\frac{11}{16}$	$\frac{45}{64}$	$\frac{23}{32}$	$\frac{47}{64}$	$\frac{3}{4}$
$\frac{49}{64}$	$\frac{25}{32}$	$\frac{51}{64}$	$\frac{13}{16}$	$\frac{53}{64}$	$\frac{27}{32}$	$\frac{55}{64}$	$\frac{7}{8}$
$\frac{57}{64}$	$\frac{29}{32}$	$\frac{59}{64}$	$\frac{15}{16}$	$\frac{61}{64}$	$\frac{31}{32}$	$\frac{63}{64}$	

CUT-COST FRACTIONS NO. 2

PATENTED APRIL 19, 1921

6 Point, per font . . . $3 20
8 Point, per font . . . 3 80

Cut-Cost Fractions No. 2 are so made that two en-set fractions can be placed together to make fractions in 12ths, 16ths, 24ths and 48ths.

Thus: $\frac{1}{4}$ and $\frac{1}{8}$ placed together make $\frac{11}{48}$

The following commonly used characters are furnished: $\frac{1}{4}$ $\frac{1}{2}$ $\frac{3}{4}$ $\frac{1}{8}$ $\frac{3}{8}$ $\frac{5}{8}$ $\frac{7}{8}$ $\frac{1}{3}$ $\frac{2}{3}$ $\frac{1}{6}$ $\frac{5}{6}$

Special characters used for 12ths, 16ths, 24ths and 48ths are:

Numerators: 1 3 5 7 9

Denominators: 12 16 24 48

Making $\frac{1}{12}$ $\frac{5}{12}$ $\frac{7}{12}$ $\frac{1}{16}$ $\frac{3}{16}$ $\frac{5}{16}$ $\frac{7}{16}$ $\frac{9}{16}$ $\frac{1}{24}$ $\frac{5}{24}$ $\frac{7}{24}$ $\frac{1}{48}$ $\frac{5}{48}$ $\frac{7}{48}$

The following characters on en set are used together to make 12ths, 16ths, 24ths and 48ths when numerator is 11 or larger:

For 12ths:

Combine $\frac{1}{12}$ with $\frac{1}{2}$ for $\frac{11}{12}$

For 16ths:

Combine $\frac{1}{16}$ with $\frac{1}{8}$ $\frac{3}{8}$ $\frac{5}{8}$ to make $\frac{11}{16}$ $\frac{13}{16}$ $\frac{15}{16}$

For 24ths:

Combine $\frac{1}{24}$ with $\frac{1}{4}$ $\frac{3}{4}$ $\frac{7}{4}$ $\frac{9}{4}$ to make $\frac{11}{24}$ $\frac{13}{24}$ $\frac{17}{24}$ $\frac{19}{24}$
Combine $\frac{3}{24}$ with $\frac{3}{4}$ to make $\frac{21}{24}$

For 48ths:

Combine $\frac{1}{48}$ with $\frac{1}{8}$ $\frac{3}{8}$ $\frac{7}{8}$ $\frac{9}{8}$ to make $\frac{11}{48}$ $\frac{13}{48}$ $\frac{17}{48}$ $\frac{19}{48}$
Combine $\frac{3}{48}$ with $\frac{3}{8}$ $\frac{5}{8}$ $\frac{9}{8}$ to make $\frac{23}{48}$ $\frac{25}{48}$ $\frac{29}{48}$
Combine $\frac{5}{48}$ with $\frac{1}{8}$ $\frac{5}{8}$ $\frac{7}{8}$ to make $\frac{31}{48}$ $\frac{35}{48}$ $\frac{37}{48}$
Combine $\frac{7}{48}$ with $\frac{1}{8}$ $\frac{3}{8}$ $\frac{7}{8}$ to make $\frac{41}{48}$ $\frac{43}{48}$ $\frac{47}{48}$

The complete list of fractions that can be made with a font of Cut-Cost Fractions No. 2 are complete 12ths, 16ths, 24ths and 48ths, as follows:

$\frac{1}{48}$	$\frac{1}{24}$	$\frac{1}{16}$	$\frac{1}{12}$	$\frac{5}{48}$	$\frac{1}{8}$
$\frac{7}{48}$	$\frac{1}{6}$	$\frac{3}{16}$	$\frac{5}{24}$	$\frac{11}{48}$	$\frac{1}{4}$
$\frac{13}{48}$	$\frac{7}{24}$	$\frac{5}{16}$	$\frac{1}{3}$	$\frac{17}{48}$	$\frac{3}{8}$
$\frac{19}{48}$	$\frac{5}{12}$	$\frac{7}{16}$	$\frac{11}{24}$	$\frac{23}{48}$	$\frac{1}{2}$
$\frac{25}{48}$	$\frac{13}{24}$	$\frac{9}{16}$	$\frac{7}{12}$	$\frac{29}{48}$	$\frac{5}{8}$
$\frac{31}{48}$	$\frac{2}{3}$	$\frac{11}{16}$	$\frac{17}{24}$	$\frac{35}{48}$	$\frac{3}{4}$
$\frac{37}{48}$	$\frac{19}{24}$	$\frac{13}{16}$	$\frac{5}{6}$	$\frac{41}{48}$	$\frac{7}{8}$
$\frac{43}{48}$	$\frac{11}{12}$	$\frac{15}{16}$	$\frac{23}{24}$	$\frac{47}{48}$	

CUT-COST SMALL CAP CASE

Cut-Cost Small Cap Case No. 9001D, ⅛ size, with 42 compartments; three fit in blank case

The Cut-Cost Small Cap Case will hold both Fonts Nos. 1 and 2 containing characters for complete 64ths and 48ths. In laying the case for 64ths only, the compartments used for the denominators 12 24 and 48 and characters $\frac{3}{8}$ $\frac{2}{3}$ $\frac{4}{4}$ and $\frac{9}{2}$ will be empty, as these characters are used only for 48ths and are not included in Font No. 1 (64ths). There will be eleven empty compartments in the layout for 48ths only as the denominators 32 and 64 and characters $\frac{3}{8}$ $\frac{3}{8}$ $\frac{5}{8}$ $\frac{5}{4}$ $\frac{3}{8}$ $\frac{3}{8}$ $\frac{5}{8}$ $\frac{7}{2}$ and $\frac{9}{2}$ are used only for 64ths and are not included in Font No. 2 (48ths).

12	1	$\frac{1}{8}$	$\frac{1}{6}$	$\frac{1}{4}$	$\frac{1}{1}$	$\frac{1}{2}$
16	3	$\frac{3}{8}$	$\frac{3}{6}$	$\frac{3}{4}$	$\frac{1}{3}$	$\frac{3}{2}$
24	5	$\frac{5}{8}$	$\frac{5}{6}$	$\frac{5}{4}$	$\frac{2}{3}$	$\frac{5}{2}$
32	7	$\frac{7}{8}$	$\frac{2}{6}$	$\frac{7}{4}$	$\frac{3}{3}$	$\frac{7}{2}$
48	9	$\frac{9}{8}$	$\frac{4}{6}$	$\frac{9}{4}$	Em Quad	$\frac{9}{2}$
64	4 Em Space	En Quad	$\frac{6}{6}$	$\frac{2}{4}$	$\frac{4}{4}$	$\frac{2}{2}$

Every printshop has constant use for the fraction eighths, quarters, halves, and frequently has use for sixteenths and sixty-fourths.

Note to the Compositor:

When the numerator is 11 or larger (for instance, $\frac{11}{32}$) read the copy up and down and pick out $\frac{1}{3}$ and $\frac{1}{2}$. After a little practice it will be natural to consider the fraction as two en-set type placed together. Fractions with a numerator 9 and smaller and a denominator 12 or larger (for instance, $\frac{9}{12}$) are easily composed by selecting the proper numerator and denominator.

Cheltenham Bold Fractions

6 Point — Per font $0 85

1/4 1/2 3/4 1/3 2/3 1/8 3/8 5/8 7/8 % ¢

8 Point — Per font $0 85

1/4 1/2 3/4 1/3 2/3 1/8 3/8 5/8 7/8 % ¢

10 Point — Per font $0 85

1/4 1/2 3/4 1/3 2/3 1/8 3/8 5/8 7/8 % ¢

12 Point — Per font $0 95

1/4 1/2 3/4 1/3 2/3 1/8 3/8 5/8 7/8 %

14 Point — Per font $0 95

1/4 1/2 3/4 1/3 2/3 1/8 3/8 5/8

18 Point — Per font $0 95

1/4 1/2 3/4 1/3 2/3 1/8 3/8

24 Point — Per font $0 95

1/4 1/2 3/4 1/3 2/3

30 Point — Per font $1 15

1/4 1/2 3/4 1/3

36 Point — Per font $1 45

1/4 1/2 3/4

48 Point — Per font $1 80

1/4 1/2 3/4

60 Point — Per font $2 30

1/4 1/2

72 Point — Per font $2 90

1/4 1/2

Each font of above Cheltenham Bold Fractions contains the following characters:

1/4 1/2 3/4 1/3 2/3 1/8 3/8 5/8 7/8 % ¢

Federal Reserve Bank Check Figures

Per font (two of each character, 1 to 0) $4 60 Single character 40c

These figures are designed to meet the requirements of Federal Bank Check Printing
They are cast in type molds and sold in fonts or singly

1234

(Cast on 120 Point Body)

Diagonal Fraction Marks

Font containing three sizes $1 10

12 Point 9 Point 6 Point

EXAMPLES

$5\frac{1}{2}$ $8\frac{3}{8}$ $2\frac{7}{8}$ $\frac{24}{100}$

$3\frac{4}{5}$ $2\frac{3}{8}$ $1\frac{1}{2}$ $3\frac{1}{4}$ $\frac{15}{100}$

$5\frac{1}{2}$ $8\frac{7}{8}$ $4\frac{2}{3}$ $5\frac{3}{4}$ $7\frac{3}{4}$ $\frac{150}{1000}$

Diagonal Fraction Marks

No. 1, containing four sizes Per font $0 70

12 Point 10 Point 8 Point 6 Point

No. 2, containing three sizes Per font $0 70

24 Point 18 Point 14 Point

No. 3, containing three sizes Per font $0 70

42 Point 36 Point 30 Point

No. 4, containing two sizes Per font $1 10

60 Point 48 Point

EXAMPLES

$3\frac{1}{2}$ $6\frac{17}{32}$ $\frac{24}{100}$ $\frac{2}{3}$

$5\frac{1}{4}$ $2\frac{5}{8}$ $9\frac{1}{6}$

$3\frac{}{8}$ $7\frac{4}{5}$

Copyright Signs

4 Point	5 Point	6 Point
©	© ©	© ©
401	501 502	601 602
8 Point	**10 Point**	**12 Point**
© ©	©	© ©
801 802	1001	1202 1203

Cheltenham Bold
Combination Fractions

Patent Applied For

6 Point Per font $2 00

$\frac{1}{4}$ $\frac{1}{2}$ $\frac{3}{4}$ $\frac{1}{3}$ $\frac{2}{3}$ $\frac{1}{8}$ $\frac{3}{8}$ $\frac{5}{8}$ $\frac{7}{8}$

1 2 3 4 5 6 2 4 6

8 Point Per font $2 65

$\frac{1}{4}$ $\frac{1}{2}$ $\frac{3}{4}$ $\frac{1}{3}$ $\frac{2}{3}$ $\frac{1}{8}$ $\frac{3}{8}$ $\frac{5}{8}$ $\frac{7}{8}$

1 2 3 4 5 6 2 4 6

10 Point Per font $3 15

$\frac{1}{4}$ $\frac{1}{2}$ $\frac{3}{4}$ $\frac{1}{3}$ $\frac{2}{3}$ $\frac{1}{8}$ $\frac{3}{8}$ $\frac{5}{8}$ $\frac{7}{8}$

1 2 3 4 5 6 2 4 6

12 Point Per font $3 35

$\frac{1}{4}$ $\frac{1}{2}$ $\frac{3}{4}$ $\frac{1}{3}$ $\frac{2}{3}$ $\frac{1}{8}$ $\frac{3}{8}$ $\frac{5}{8}$ $\frac{7}{8}$

1 2 3 4 5 6 2 4 6

14 Point Per font $3 40

$\frac{1}{4}$ $\frac{1}{2}$ $\frac{3}{4}$ $\frac{1}{3}$ $\frac{2}{3}$ $\frac{1}{8}$ $\frac{3}{8}$ $\frac{5}{8}$ $\frac{7}{8}$

1 2 3 4 5 6 2 4 6

18 Point Per font $3 50

$\frac{1}{4}$ $\frac{1}{2}$ $\frac{3}{4}$ $\frac{1}{3}$ $\frac{2}{3}$ $\frac{1}{8}$ $\frac{3}{8}$

1 2 3 4 5 6 2 4 6

24 Point Per font $3 65

$\frac{1}{4}$ $\frac{1}{2}$ $\frac{3}{4}$ $\frac{1}{3}$ $\frac{2}{3}$ $\frac{1}{8}$

1 2 3 4 5 6 2 4 6

Each font, from 6 to 24 Point inclusive, contains the following characters:

$\frac{1}{4}$ $\frac{1}{2}$ $\frac{3}{4}$ $\frac{1}{3}$ $\frac{2}{3}$ $\frac{1}{8}$ $\frac{3}{8}$ $\frac{5}{8}$

$\frac{7}{8}$ $\frac{1}{1}$ $\frac{3}{1}$ $\frac{5}{1}$ $\frac{7}{1}$ $\frac{9}{1}$ $\frac{3}{3}$ $\frac{5}{3}$

$\frac{7}{3}$ $\frac{9}{3}$ $\frac{1}{6}$ $\frac{3}{6}$ $\frac{5}{6}$ $\frac{7}{6}$ $\frac{9}{6}$

1 2 3 4 5 6 2 4 6

With the above characters all the fraction twelfths, sixteenths, thirty-seconds and sixty-fourths can be made by the combination of two or three characters. The fraction halves, quarters, thirds and eighths are made with one character.

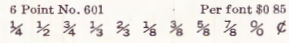
ILLUSTRATIONS

1 with $\frac{5}{1}$ and $\frac{}{6}$ makes $\frac{15}{16}$

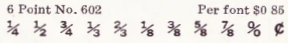
2 with $\frac{7}{6}$ and $\frac{}{4}$ makes $\frac{27}{64}$

New Gothic Fractions

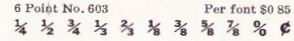
6 Point No. 601 Per font $0 85



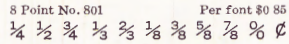
6 Point No. 602 Per font $0 85



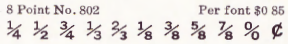
6 Point No. 603 Per font $0 85



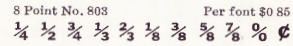
8 Point No. 801 Per font $0 85



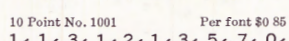
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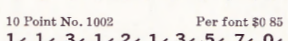
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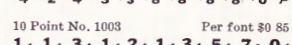
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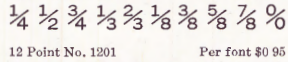
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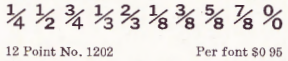
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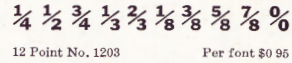
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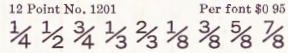
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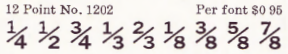
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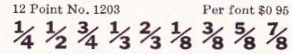
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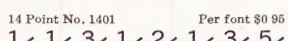
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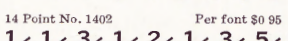
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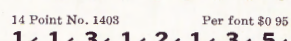
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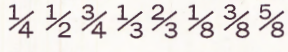
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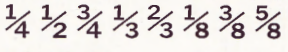
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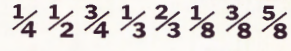
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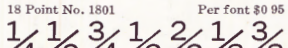
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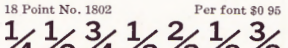
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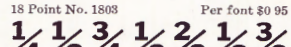
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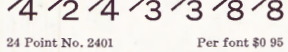
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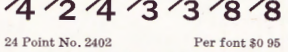
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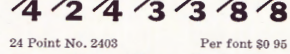
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36 Point No. 3602 Per font $1 45

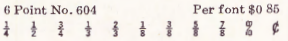


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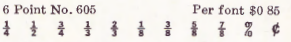


New Gothic Condensed Fractions

6 Point No. 604 Per font $0 85



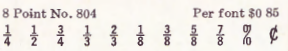
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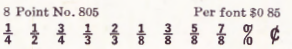
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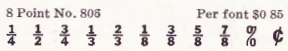
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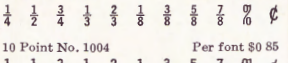
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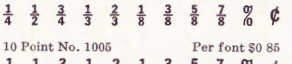
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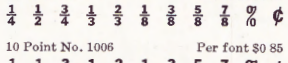
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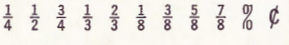
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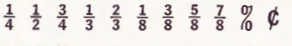
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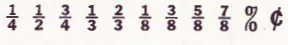
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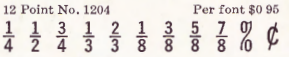
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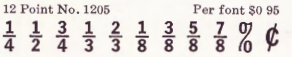
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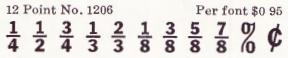
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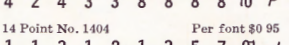
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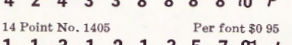
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18 Point No. 1804 Per font $0 95



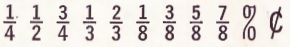
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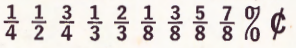
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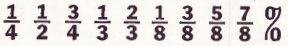
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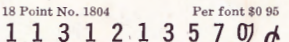
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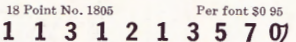
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30 Point No. 3004 Per font $1 15



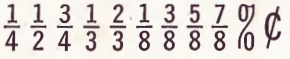
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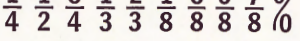
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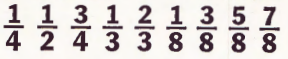
36 Point No. 3604 Per font $1 45



36 Point No. 3605 Per font $1 45



36 Point No. 3606 Per font $1 45



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TRADE-MARKS, Devices, and many special designs suitable for Adcuts, when not too intricate, may be successfully reproduced by our Adcut process. Adcuts are cast in type molds, type high, on point bodies, and when possible to point sets. Adcuts may be made for printing in one or more colors and when desired can be cast with mortises. Copy of designs to be reproduced should be clear and distinct and contain exactly what is to be reproduced. Information regarding sizes and quantities, as well as prices of Adcuts, will be quoted on request.

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REG. U. S. PAT. OFF.
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3305

BVS
2044

COAST CARTON COMPANY SEATTLE
841

WESTINGHOUSE ELECTRIC
4299

Stephens'
REGISTERED TRADE MARK
1939

PARIS GARTERS
2386

PENNSYLVANIA SYSTEM
4600

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3000

Western Electric Company. INCORPORATED
2760

Whiz
4181

The New York Times
2302

Lackawanna Railroad · DELAWARE LACKAWANNA & WESTERN R.R.
4296

The State Co. PRINTERS BINDERS & ENGRAVERS
578

ST. LOUIS C. & E. I. CHICAGO
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THE WILLETT PRESS INC. NEW YORK
690

Pacific Mutual Building of the Pacific
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3333

HAMMERMILL BOND
4630

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2834

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3497

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413

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5039

TRADE MARK REG. RMC
3731

ALEX. TAYLOR & CO. ATHLETIC SUPPLIES NEW YORK CITY REG'D U.S. PAT. OFFICE
3210

REG. U.S. PAT. OFF. BOOKS WITH PURPOSE AP
4861

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- Job and Body Type
- Borders and Ornaments
- Spaces and Quads
- Cast Cuts
- Cast Initials
- Brass Rule
- Brass Corners
- Brass Leads
- Brass Slugs
- Brass Galleys
- Galvanized Galleys
- Zinc Galleys
- Special Galleys
- Leads and Slugs
- Copper Thin Spaces
- Electric Welded Chases
- Bright Steel Chases
- Radio Iron Surfaces
- Steel Furniture
- Iron Furniture

Set in Cloister Cursive and Cloister Oldstyle